



PRESS RELEASE

Propane Wins Top Honors at 2011 Interactive Media Awards

(New York, NY) – May 20, 2011 – The Interactive Media Council (IMA) recognized Propane Studio for outstanding design and production of the Kaiser Permanente Federal Employees Enrollment Center website. The judging consisted of various criteria including design, usability, innovation in technical features and content.

To win these awards, sites must meet strict guidelines in each area—an achievement only a fraction of IMA competition entries earn each quarter. This year, there were 138 entries submitted under the Healthcare category alone. Winning an Outstanding Achievement award is extremely challenging—a site must excel in five criteria, Design, Content, Feature Functionality, Usability, and Standards Compliance, rise above competitors' sites, and deserve to be a top choice for the target market.

about propane studio

Propane Studio, one of the fastest growing independent agencies with offices in San Francisco and New York, fuels a roster of memorable brands that span a broad range of categories. Clients include Audi, Intel, 7 For All Mankind, Hitachi, Intuit, Kaiser Permanente, Macy's, Men's Wearhouse, Pandora and Sega. Founded in 2003, Propane is home to some of the most experienced brand and technology specialists in the industry—pioneers in the design and development of first generation web, social and mobile solutions, as well as dozens of campaigns that have earned recognition and numerous awards from Communications Arts, BAFTA and The Webbys.

OFFICES

san francisco
2501 Harrison Street
Suite 5
San Francisco, CA 94110
415 550 8692

new york
155 Water Street
5th Floor
Brooklyn, NY 11210
718 690 0084

CONTACT

media@propanestudio.com
415 550 8692

 twitter
 facebook
 linkedin