

# NEWS



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## ERA Announces Winners of its Annual Awards Honoring Industry's Best Direct Response Campaigns

**ARLINGTON, Va. – September 17, 2009** – The Electronic Retailing Association (ERA), the leading trade association for direct-to-consumer commerce, announced the winners of the 2009 ERA Annual Awards on September 15 during the 2009 ERA D2C Convention in Las Vegas. Visit [retailing.org/annual\\_awards](http://retailing.org/annual_awards) for more information.

### Winners of this year's awards include:

- **Best Long Form of the Year:** bareMinerals “Girlfriends”
  - R2C Group – Producer
  - Bare Escentuals – Direct Marketer
- **Best Short Form of the Year:** Meaningful Beauty “Cindy Crawford”
  - Guthy-Renker – Direct Marketer
  - Lieberman Productions – Producer
- **Best Product of the Year:** Three Minute Legs
  - Thane Direct – Direct Marketer
- **Best Celebrity Presenter:** Cesar Milan for Cesar Milan
  - R2C Group – Producer
  - Cesar Milan – Host
- **Best Female Presenter:** Jayne Roberts for Slim N' Lift Comfort
  - Thane Direct – Direct Marketer
  - Jayne Roberts – Host
- **Best Male Presenter:** Billy Mays and Anthony Sullivan for Omni Dual Saw
  - OmniReliant – Direct Marketer (Paul Morrison, CEO)

- Sullivan Productions – Product Presenters
  - Billy Mays and Anthony Sullivan – Hosts
- **Best DR Corporate Branding Production:** Netflix “To the TV”
  - EURO RSCG Edge – Agency
- **Best DR Radio Campaign:** bareMinerals “Break Up”
  - Bare Escentuals – Direct Marketer
  - Marketing Architects – Agency
- **Best Integrated DR Campaign:** Rob Nevins’ Skinny Switch Secret
  - Euro RSCG Edge – Agency
- **Best International DRTV Production:** Total Vibes
  - Thane Direct – Direct Marketer
- **Best Live Shopping On-Air Guest:** Cesar Milan for Cesar Milan
  - R2C Group – Marketer
  - QVC – Shopping Channel
- **Best Long Form, Health & Beauty:** Murad Acne Complex IV
  - Murad, Inc. – Direct Marketer
  - Launch DRTV – Producer
- **Best Short Form, Health & Beauty:** Meaningful Beauty “Cindy Crawford”
  - Guthy-Renker – Direct Marketer
  - Lieberman Productions – Producer
- **Best Long Form, Housewares:** Swivel Sweeper G2
  - Sullivan Productions – Producer
  - Anthony Sullivan – Host
- **Best Short Form, Housewares** – Tempur Pedic
  - Schulberg Media Works – Producer
- **Best Long Form, Intellectual Property:** Ultimate Edge
  - Guthy-Renker – Direct Marketer
  - Lieberman Productions – Producer
- **Best Short Form, Intellectual Property:** The Sleep Video
  - Savvier – Direct Marketer
  - Louis Schwartzburg – Product Creator
- **Best Long Form, Sports & Fitness:** The Wave by The Firm
  - Script to Screen – Producer
  - Gaiam – Marketer

- **Best Short Form, Sports & Fitness:** Icon Fitness PowerBell
  - R2C Group – Producer
- **Best Long Form, U.S. Hispanic:** Flex Relief by Therabotronics
  - Sylmark, Inc. – Direct Marketer
  - Sureel, Inc. – Producer
- **Best Short Form, U.S. Hispanic:** Focus Factor – Spanish
  - Avalanche Creative Services – Producer
- **Best Long Form, Variety:** Kodak EasyShare Camera
  - Kaplan Thaler Group – Agency
  - Group Mojo – Producer
  - Lynn Hamlin – Executive Producer
- **Best Short Form, Variety:** Nintendo Wii Fit
  - R2C Group – Producer
- **Best DR Website Design:** Murad.com
  - Murad, Inc. – Direct Marketer
  - Murad Web Team – Producer
- **Best Use of an Online Marketing Tool:** Murad.com
  - Murad, Inc. – Direct Marketer
  - Murad Web Team – Producers
- **Best Mobile Marketing Campaign:** [www.sjm.jp](http://www.sjm.jp) (Shop Japan)
  - Oak Lawn Marketing, Inc. – Direct Marketer & Web Developer

#### **About the 2009 ERA D2C Convention**

The Electronic Retailing Association's 2009 ERA D2C Convention is the 19th annual show where the industry's top technology innovators, manufacturers, buyers and marketers meet to learn about the hottest trends in the direct-to-consumer marketplace and meet with partners and potential customers to seal critical business relationships. The event will feature more than 2,500 attendees and 125 exhibitors, a variety of educational sessions on cutting-edge e-retailing strategies and expansive networking opportunities, as well as a wide variety of events on the trade show floor. For more information, please visit [www.D2Cshow.org](http://www.D2Cshow.org).

#### **About the Electronic Retailing Association**

Representing a more than \$300 billion market, the Electronic Retailing Association (ERA) is the only trade association in the U.S. and internationally that represents leaders of the direct-to-consumer marketplace, which includes members that maximize revenues through electronic retailing on television, online and on radio. ERA strives to protect the regulatory and legislative climate of direct response while ensuring a favorable landscape that enhances e-retailers' ability to bring quality products and services to the consumer. ERA members include some of the industry's

most prominent retail merchants, including Acorn Corporation, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Jewelry Television, QVC, ShopNBC, and Thane. For more information about ERA, please visit [www.retailing.org](http://www.retailing.org).