

# 2009 ERA Annual Awards Nominees



## Best Long Form of the Year

**bareMinerals "Girlfriends"**

R2C Group - Producer

**Kodak ESP7 Printer**

Kaplan Thaler Group – Agency

Mayhew/Breen – Producer

Lynn Hamlin – Executive Producer

**Kodak Easy Share Camera**

Kaplan Thaler Group – Agency

Group Mojo – Producer

Lynn Hamlin – Executive Producer

**Meaningful Beauty 2**

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

## Best Female Presenter

**Jayne Roberts for Slim N' Lift Comfort**

Thane Direct – Direct Marketer

Jayne Roberts, Host

**Jennifer Nicole Lee for Ab Circle Pro**

Fitness Brands, Inc. – Producer

Tara Productions – Producer

Jennifer Nicole Lee – Host

**Molly Culver for Three Minute Legs**

Thane Direct – Direct Marketer

Molly Culver– Host

**Tricia Springer for Clearchoice**

Larry Deutsch, Marketing Dir., Clearchoice

Dental Implant Center – Direct Marketer

Tricia Springer, Host

## Best Short Form of the Year

**bareMinerals "120"**

R2C Group - Producer

**Meaningful Beauty "Cindy Crawford"**

Guthy-Renker – Direct Marketer

Lieberman Production – Producer

**Netflix, "To the TV"**

EURO RSCG Edge – Agency

**Proactiv Solution: Focus on Travel Kit**

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

## Best Male Presenter

**Anthony Robbins for Ultimate Edge**

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Anthony Robbins – Host

**Billy Mays & Anthony Sullivan for Omni**

**Dual Saw**

OmniReliant – Direct Marketer

Paul Morrison, CEO, OmniReliant

Sullivan Productions – Product Presenters

Billy Mays & Anthony Sullivan – Hosts

**Rob Nevins for Skinny Switch Secret**

Guthy-Renker – Direct Marketer

EURO RSCG Edge – Producer

Rob Nevins – Host

## Best Celebrity Presenter

**Billy Mays for Jupiter Jack**

Telebrands

Billy Mays, Host

**Cesar Milan for Cesar Milan**

R2C Group – Producer

Cesar Milan, Host

**Joan Lunden for Murad Resurgence**

Murad, Inc. – Direct Marketer

Launch DRTV, Producer

Joan Lunden, Host

## Best DR Corporate Branding Production

**HughesNet**

R2C Group – Producer

**Oreck XL Platinum**

Script to Screen – Producer

Oreck – Direct Marketer

**Netflix "To the TV"**

EURO RSCG Edge, Agency

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## Best DR Radio Campaign

### **bareMinerals, "Break Up"**

Bare Escentuals – Direct Marketer  
Marketing Architects – Agency

### **Proactiv Solution "Million Bottle Giveaway"**

Guthy-Renker – Direct Marketer  
Marketing Architects – Producer

### **MyCleanPC.com "Signs of a Virus"**

GR Match – Direct Marketer  
Marketing Architects – Producer

## Best Integrated DR Campaign

### **Murad Resurgence**

Murad, Inc. – Direct Marketer  
Launch DRTV – Producer

### **Proactiv Solution**

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

### **Rob Nevins' Skinny Switch Secret**

Euro RSCG Edge – Agency

## Best International DRTV Production

### **Hip Hop Abs – Japan Version 4.0**

Oak Lawn Marketing, Inc. – Japan Version  
Producer

Oak Lawn Marketing – Direct Marketer  
Beachbody – U.S. Original Version

### **Total Vibes**

Thane Direct – Direct Marketer

### **True Sleeper – Japan Version 5.0**

Oak Lawn Marketing, Inc. – Producer  
Oak Lawn Marketing – Direct Marketer

## Best Live Shopping On-Air Guest

### **Cesar Milan for Cesar Milan**

R2C Group – Marketer  
QVC – Shopping Channel

### **Susan Lucci for Malibu Pilates**

Guthy-Renker – Direct Marketer  
HSN – Shopping Channel

### **Robin Hartl for Worx Trivac**

Live Link TV, Inc. – Marketer  
QVC – Shopping Channel

### **Cindy Crawford for Meaningful Beauty**

Guthy-Renker – Direct Marketer  
QVC – Shopping Channel

## Best Long Form, Health & Beauty In an Instant

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

### **Meaningful Beauty 2**

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

### **Murad Acne Complex IV**

Murad, Inc. – Direct Marketer  
Launch DRTV – Producer

## Best Short Form, Health & Beauty Instyler

Modern Media – Producers

Michael, Bruno & Claudio – Inventors

### **Meaningful Beauty "Cindy Crawford"**

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

### **Proactiv Solution "Julianne Hough"**

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

## Best Long Form, Housewares

### **Oreck XL Platinum**

Script to Screen – Producer  
Oreck – Direct Marketer

### **Restform Trio Airbed**

Industex, SL – Direct Marketer  
Ben Kalb Productions – Producer

### **Swivel Sweeper G2**

Sullivan Productions – Producer  
Anthony Sullivan – Host

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## **Best Short Form, Housewares**

### **Perfect Brownie™**

The Schwartz Group – Producer  
All Star Marketing Group

### **Tempur Pedic**

Schulberg Media Works – Producer

### **Wonder Hanger**

Concepts TV – Producer  
Product Trend, LLC/Hampton Direct –  
Direct Marketer  
SRM Direct – Consultant

## **Best Long Form, Intellectual Property**

### **Better Trades, v4 with Jimmy Johnson**

EURO RSCG Edge – Agency

### **Winning in the Cash Flow Business**

Script to Screen – Producer  
Dalbey Education – Producer

### **Rosetta Stone**

Script to Screen – Producer  
Rosetta Stone – Marketer

### **Ultimate Edge**

Guthy-Renker – Direct Marketer  
Lieberman Productions – Producer

## **Best Short Form, Intellectual Property**

### **Brainetics**

Envision Response – Producer

### **The Sleep Video**

Savvier – Direct Marketer  
Louis Schwartzburg – Product Creator

## **Best Long Form, Sports & Fitness**

### **AbCoaster**

Script to Screen – Producer  
Tristar Products – Marketer

### **Malibu Pilates, Version 6**

Guthy-Renker – Direct Marketer  
Script to Screen – Producer

### **Spinning**

Script to Screen – Producer  
Mad Dogg Athletics – Marketer

### **The Wave by The Firm**

Script to Screen – Producer  
Gaiam – Marketer

## **Best Short Form, Sports & Fitness**

### **Easy Curves**

Savvier – Direct Marketer  
Geraldine Newman – Creative Director

### **Icon Fitness PowerBell**

R2C Group – Producer

### **NordicTrack Incline Trainer**

R2C Group - Producer

## **Best Long Form, U.S. Hispanic**

### **Flex Relief by Therabotronics**

Sylmark, Inc. – Direct Marketer  
Sureel, Inc. – Producer

### **Te Chino del Dr. Ming**

Saadin Solah – Producer  
Tventas – Marketer

### **Xtreme Bra**

Omni Direct – Direct Marketer  
Vanessa Navarro – Producer

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## **Best Short Form, U.S. Hispanic**

**Cash For Gold – Spanish**  
EURO RSCG Edge – Agency  
**Focus Factor – Spanish**  
Avalanche Creative Services – Producer  
**Stop Repair Bills**  
EURO RSCG Edge – Agency  
**Sobre de Oro**  
Money 4 Gold – Direct Marketer  
Omni Direct, Inc. – Hispanic Campaign Mgr.  
Exitus TV - Producer

## **Best Use of an Online Marketing Tool**

**GetHollywoodFit.com (Blog/Social Site)**  
Sandra White – Director  
Justin Soni – Designer  
**MagicJack.com**  
Digital Target Marketing – Online Direct  
Marketer  
**Murad.com**  
Murad, Inc. – Direct Marketer  
Murad Web Team – Producers

## **Best Long Form, Variety**

**Kodak ESP7 Printer**  
Kaplan Thaler Group – Agency  
Mayhew/Breen – Producer  
Lynn Hamlin – Executive Producer  
**Kodak EasyShare Camera**  
Kaplan Thaler Group – Agency  
Group Mojo – Producer  
Lynn Hamlin – Executive Producer  
**Omni Dual Saw**  
OmniReliant – Direct Marketer  
Paul Morrison, CEO, OmniReliant  
Sullivan Productions – Product Presenters  
Billy Mays & Anthony Sullivan – Hosts

## **Best Short Form, Variety**

**Jupiter Jack**  
Telebrands  
Billy Mays, Host  
**Vonage Bundled**  
R2C Group – Producer  
**Nintendo Wii Fit**  
R2C Group - Producer

## **Best DR Website Design**

**Murad.com**  
Murad, Inc. – Direct Marketer  
Murad Web Team – Producer  
**Proactiv.com**  
Guthy-Renker – Direct Marketer  
**Omnidualsaw.com**  
Livemercial, Inc. – Digital Agency  
OmniReliant Holdings, Inc. - Client

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