

# 2010 ERA ANNUAL AWARDS SUBMISSION PACKET

**Deadline: May 24, 2010**

Honoring the best in television, radio, online, mobile and  
integrated campaigns in direct response marketing.

Winners will be announced at the ERA Annual Awards Gala  
at the **2010 ERA D2C Convention**  
September 23, 2010  
Wynn Hotel  
Las Vegas

2010 ERA  
D2C  
CONVENTION



Electronic Retailing Association  
*Leaders in Direct-to-Consumer Commerce*



# 2010 ERA ANNUAL AWARDS

## The Best of Our Industry Recognized and Celebrated at the 2010 ERA D2C Convention

The ERA Annual Awards, the premier awards program for the direct response (DR) industry, recognizes the industry's finest contributions to the industry. Spanning every aspect of the industry – television, radio, online and even mobile – the ERA Annual Awards has more than two-dozen categories from which to choose from.

Winners are announced and promoted at the 2010 ERA D2C Convention at the Wynn Las Vegas and celebrated at the 2010 ERA Annual Awards Gala on September 23. Choose your category, select your campaign and **submit your entry by Monday, May 24.**

**See who will win in 2010 and join us at the ERA Annual Awards Gala on September 23, 2010.**

Visit [D2Cshow.org/AnnualAwards](http://D2Cshow.org/AnnualAwards) to learn more.

### ERA Annual Award Gala Ticket Rates:

**ERA members: \$179 / Non-members: \$299**

New this year, in order to attend, you must register for an All Access Pass or a Show Floor Only Pass and then purchase a ticket to the Gala. Visit [D2Cshow.org](http://D2Cshow.org) to learn more, to register and to purchase your Gala ticket.

### Questions?

Ashley Cavell

Phone: 703-908-1020

E-mail: [acavell@retailing.org](mailto:acavell@retailing.org)

### Awards Submission Eligibility Requirements

- All entries must be self-certified through ERA's Self-Certification Program. Please find ERA's self-certification instructions in this brochure, or visit [www.retailing.org](http://www.retailing.org). To speak with a representative about the program, please contact Ashley Cavell at ERA at 703-908-1020.
- All entries must also meet ERA's marketing guidelines. To review ERA's marketing guidelines, visit [www.retailing.org/marketing\\_guidelines\\_electronic\\_retailers](http://www.retailing.org/marketing_guidelines_electronic_retailers).
- Entries that have been the subject of an Electronic Retailing Self-Regulation Program (ERSP) referral to the Federal Trade Commission will not be eligible.
- All ERA-certified long- and short-form direct response television, Internet retailing, radio and live shopping channel programs, and the companies and individuals involved in their production, are eligible for nomination in the awards contest if those programs were aired or launched between June 17, 2009 and May 24, 2010.
- If submitting a DRTV entry, the show must have aired at least once on one or more national cable network or broadcast stations located in the top 20 U.S. metropolitan area markets and/or on one or more international broadcast networks.
- Participants may submit an unlimited number of entries for nomination in each category.
- ERA will not be responsible for incorrect entrant and ballot listings that result from incorrect information given on the entry forms.
- When submitting an entry, you hereby release the footage used at the awards show and the winner's acceptance speech to be broadcasted without remuneration.

## Six Simple Steps for Submitting Your Nomination

- 1** Complete the ERA Awards Submission Form found at the end of this packet or online at [D2Cshow.org/AnnualAwards](http://D2Cshow.org/AnnualAwards).
- 2** Provide proof of ERA Self-Certification or complete an ERA Self-Certification Form and send with submission form and payment.
- 3** Provide a BETA tape or DV Cam of your commercial in NTSC format as well as a DVD.
- 4** Mail Submission Form, Self-Certification Form, DVD, Beta or DV Cam, and payment to:
 

Electronic Retailing Association  
Ashley Cavell  
2000 N 14th Street  
Suite 300  
Arlington, VA 22201 USA
- 5** Once your submission and payment have been processed, you will receive a confirmation e-mail with instructions for uploading your commercial and/or radio spot or Power Point presentation (for Best DR Website and Best Use of an Online Marketing Tool) onto the ERA FTP site. There will be a separate FTP folder for each category. If you have submitted your commercial in multiple categories you will have to upload your commercial more than once.
- 6** In your confirmation e-mail, you will also receive a questionnaire (“Why Your Submission Should Win”). Please complete the questionnaire and e-mail back along with your company logo in EPS or vector format.

**PLEASE NOTE:** When judging the submissions, judges are given all materials – video, radio, questionnaires and any other supporting materials. If you have any questions regarding criteria for a specific category, please contact Ashley Cavell for more information.

## 2010 ERA Annual Award Category Descriptions

### Best Long Form of the Year - Under 250K

The direct response long-form show produced for under \$250,000US that exemplifies the best creative strategy, the best media strategy and the best results, along with the being the most effective based upon its goals and objectives.

### Best Long Form of the Year - Over 250K

The direct response long-form show produced for over \$250,000US that exemplifies the best creative strategy, the best media strategy and the best results, along with the being the most effective based upon its goals and objectives.

### Best Short Form of the Year - Under 50K

The direct response short-form spot produced for under \$50,000US that exemplifies the best creative strategy, the best media strategy and the best results, along with the being the most effective based upon its goals and objectives.

### Best Short Form of the Year - Over 50K

The direct response short-form spot produced for over \$50,000US that exemplifies the best creative strategy, the best media strategy and the best results, along with the being the most effective based upon its goals and objectives.

### Best Beauty - Short Form

A short-form commercial complete with the best-selling techniques to demonstrate the health and beauty products being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Beauty” products are defined as skin care, topical items, creams, lotions, liquids, cosmetics and electrical devices that enhance physical beauty (i.e., electrical or non-electrical hair appliances, facial appliances, etc.).



### Best Beauty – Long Form

A long-form commercial complete with the best-selling techniques to demonstrate the health and beauty products being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Beauty” products are defined as skin care, topical items, creams, lotions, liquids, cosmetics and electrical devices that enhance physical beauty (i.e., electrical or non-electrical hair appliances, facial appliances, etc.).

### Best DR Corporate Branding – Short Form

The short-form commercial that best builds a major corporation’s brand image and awareness. It must drive the brand and not the product. This must be a direct response commercial with an embedded 800 number.

### Best DR Corporate Branding – Long Form

The long-form commercial that best builds a major corporation’s brand image and awareness. It must drive the brand and not the product. This must be a direct response commercial with an embedded 800 number.

### Best Health – Short Form

A short-form commercial complete with the best-selling techniques to demonstrate the health products being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Health” products are defined as ingestibles, weight-loss programs (which may or may not include ingestibles and whose emphasis is not on exercise), over-the-counter drugs, prescription drugs, nutraceuticals.

### Best Health – Long Form

A long-form commercial complete with the best-selling techniques to demonstrate the health and beauty products being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Health” products are defined as ingestibles, weight-loss programs (which may or may not include ingestibles and whose emphasis is not on exercise), over-the-counter drugs, prescription drugs, nutraceuticals.

### Best Housewares – Best Short Form

A short-form show that embodies the best selling techniques to demonstrate the housewares product being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Houseware” is defined as a household item generally used to clean or cook (i.e., kitchen appliances, cleaners, vacuum cleaners, etc.).

### Best Housewares – Best Long Form

A long-form show that embodies the best selling techniques to demonstrate the housewares product being marketed. Lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry will be evaluated. “Houseware” is defined as a household item generally used to clean or cook (i.e., kitchen appliances, cleaners, vacuum cleaners, etc.).

### Best Intellectual Property – Short Form

The direct response short-form show that embodies the best selling techniques to demonstrate the intellectual property being marketed. “Intellectual Property” includes products that come in the form of CDs, DVDs, videos and books, which do not obviously fit into other awards categories. Examples include: how-to, self-help, self-improvement, relationship, real estate, educational, music, business opportunity and other intellectual property-related products.

### Best Intellectual Property – Long Form

The direct response long-form show that embodies the best selling techniques to demonstrate the intellectual property being marketed. “Intellectual Property” includes products that come in the form of CDs, DVDs, videos and books, which do not obviously fit into other awards categories. Examples include: how-to, self-help, self-improvement, relationship, real estate, educational, music, business opportunity and other intellectual property-related products.

### Best International DRTV Production – Short Form

The direct response short form spot that was produced solely for broadcast outside the United States that successfully exhibits, as a whole, the best creative strategy and execution. Key considerations will include lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry.



**Best International DRTV Production – Long Form**

The direct response long-form program spot that was produced solely for broadcast outside the United States that successfully exhibits, as a whole, the best creative strategy and execution. Key considerations will include lighting, casting, demonstrations, the open, the call to action, set design, overall creativity and success in the industry.

**Best Sports & Fitness – Best Short Form**

The direct response short-form show that embodies the best selling techniques to demonstrate the sports or fitness product being marketed. This category includes any product or video that is related to sports or fitness.

**Best Sports & Fitness – Best Long Form**

The direct response long-form show that embodies the best selling techniques to demonstrate the sports or fitness product being marketed. This category includes any product or video that is related to sports or fitness.

**Best Variety – Short Form**

A direct response short-form show with the best selling techniques to demonstrate the electronic, automotive, tool or garden product being marketed. “Electronics” are defined as products that run on electricity or batteries for the purpose of education, entertainment or communication (i.e., computers, massagers, karaoke machines, etc.). “Automotive, Tools and Garden” products are defined as products that can be found primarily in the garage, or any products that deal with cars (i.e., waxes, oil, lubricants, safety products or any type of tool that would include drills, drill bits, etc., and all garden tools and accessories).

**Best Variety – Long Form**

A direct response long-form show with the best selling techniques to demonstrate the electronic, automotive, tool or garden product being marketed. “Electronics” are defined as products that run on electricity or batteries for the purpose of education, entertainment or communication (i.e., computers, massagers, karaoke machines, etc.). “Automotive, Tools and Garden” products are defined as products that can be found primarily in the garage, or any products that deal with cars (i.e., waxes, oil, lubricants, safety products or any type of tool that would include drills, drill bits, etc., and all garden tools and accessories).

**Best U.S. Hispanic – Short Form**

The direct response short-form show produced solely for the U.S. Hispanic market that embodies the best selling techniques to demonstrate the product being marketed. This category only includes shows with original creative (shows that have been dubbed or have otherwise adapted language are not eligible).

**Best U.S. Hispanic – Long Form**

The direct response long-form show produced solely for the U.S. Hispanic market that embodies the best selling techniques to demonstrate the product being marketed. This category only includes shows with original creative (shows that have been dubbed or have otherwise adapted language are not eligible).

**People’s Choice Award – Short Form**

The best short-form production as selected by the members of the Electronic Retailing Association via online voting, and represents what the ERA members believe to exemplify the direct response industry in being innovative, appealing, entertaining and successful.

**People’s Choice Award – Long Form**

The best long-form production as selected by the members of the Electronic Retailing Association via online voting, and represents what the ERA members believe to exemplify the direct response industry in being innovative, appealing, entertaining and successful.

*Note: For this category, clips of no longer than 10 minutes may be submitted.*

**Best Radio Campaign**

The best radio commercial between 30 seconds and 30 minutes in length that successfully exhibits the best creative strategy and execution, the best media strategy, the best results and effectiveness based upon its objectives and goals. Items to be evaluated include: Results based on goals and objectives, overall creative approach, offer, call to action, post production elements, script, VO, testimonials and the perceived value and credibility.

**Best Celebrity Presenter**

The celebrity presenter who most effectively presents the information with sincerity, credibility and enthusiasm. The celebrity must have first been a celebrity outside of the direct response industry (i.e., actor, news anchor, talk show host, best-selling author). Personal involvement, attitude, energy, credibility, knowledge of the product and “beyond the call of duty” attributes will be evaluated.



### Best Female Presenter

The female who most effectively presents the information within the long-form production. The presenter who presents this information with sincerity, credibility and enthusiasm. Personal involvement, attitude, energy, credibility, knowledge of the product and “beyond the call of duty” attributes will be evaluated.

*\*A presenter may NOT be submitted into the “Best Celebrity Presenter” category AND the “Best Female Presenter”*

### Best Male Presenter

The male who most effectively presents the information within the long-form production. The presenter who presents this information with sincerity, credibility and enthusiasm. Personal involvement, attitude, energy, credibility, knowledge of the product and “beyond the call of duty” attributes will be evaluated.

*\*A Presenter may NOT be submitted into the “Best Celebrity Presenter” category AND the “Best Male Presenter”*

### Best Live Shopping On-Air Guest

The on-air guest who most effectively presents products with sincerity, credibility, enthusiasm and knowledge of the product. The on-air guest must not be a celebrity under a contract with or employed by the respective network. On-air guests must represent a product/s and be paid by the vendor to the live shopping venue. Guest cannot be an employee of the networks. Submission must be made by the on-air guest and/or vendor of that network. On-air guest submissions will not be accepted from production companies that have produced commercial, B-roll or long form unless they are the vendor of record at that network. Personal involvement, attitude, energy, credibility, knowledge of the product and “beyond the call of duty” attributes will be evaluated.

### Best DR Website Design

The Internet site that offers a cutting-edge, unique and user-friendly design that is successfully based on its goals and objectives. This website must be integrated with a DR marketing campaign or an Internet retailing campaign and be an operational website. Key considerations for evaluation include overall creativity, ease of navigation, privacy, efficiency of the shopping cart, tracking abilities, customer service, data security, and the ability of the site to communicate with its audience and maximize sales in an ethical matter.

### Best Use of an Online Video

The best uses of video online to drive direct response “to” the home website, and includes e-mail campaigns with embedded video, video based banner ads, embedded video ads, viral video usage (such as YouTube), but does not include video used on the home website for the product/service being sold.

*\*Must have an English version for judging purposes.*

### Best Mobile Marketing Campaign

The best use of mobile marketing (marketing onto a mobile device) to promote a product. Key considerations for evaluation include the overall utilization strategy, ability to evaluate the performance of the marketing, sales increase directly related to the mobile marketing activities and overall creative design



# 2010 ERA AWARDS ENTRY SUBMISSION FORM

(Please photocopy this form for each submission.)

**Deadline: May 24, 2010**

## Payment Form ERA Member Non-Member

Title of Entry \_\_\_\_\_

### ENTRY FORM MUST BE COMPLETE. PLEASE FILL IN ALL THE BLANKS!

Information on this page will be printed in all ERA awards program announcements and on winning trophies. Please make sure that writing is legible (typing is recommended) and that all spelling is correct. An electronic submission form is available at [www.retailing.org](http://www.retailing.org).

### Please check the following:

I have read ERA's 2010 Awards Submission Packet and certify that I understand and have complied with all submission requirements.

Contact information for individual submitting this entry:

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City / State / Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

I warrant that I have the authority to submit this entry form on behalf of the individual, product or show listed below. I hereby release any part of the video submission or awards acceptance speech to be televised.

Signature: \_\_\_\_\_

### Acknowledgment to be read the night of the awards

Talent to be verbally recognized (Suggestions: Producer / production company, direct marketer (please specify if the direct marketer is working on behalf of a client), media agency, inventor, live shopping channel, agency, writer, web developer etc.)

Individual or company name: \_\_\_\_\_

Function (i.e., producer, direct marketer, etc.): \_\_\_\_\_

Individual or company name: \_\_\_\_\_

Function (i.e., producer, direct marketer, etc.): \_\_\_\_\_

Individual or company name: \_\_\_\_\_

Function (i.e., producer, direct marketer, etc.): \_\_\_\_\_

This entry has been ERA self-certified and I have included the certificate with this entry form.

This entry has NOT been ERA Self-Certified and I have included a completed ERA Self-Certification certificate and have included the \$100.00 certification cost with this entry form.

Category	ERA Certified Y N	Member/ Non-Member	Payment
Best Long Form of the Year, Under \$250K		\$250/350	
Best Long form of the Year, Over \$250K		\$250/350	
Best Short Form of the Year, Under \$50K		\$250/350	
Best Sort Form of the Year, Over \$50K		\$250/350	
Best Long Form, Beauty		\$250/350	
Best Short Form Beauty		\$250/350	
Best Long Form, DR Corporate Branding		\$250/350	
Best Short Form, DR Corporate Branding		\$250/350	
Best Long Form, Health		\$250/350	
Best Short Form, Health		\$250/350	
Best Long Form, Housewares		\$250/350	
Best Short Form, Housewares		\$250/350	
Best Long Form, Intellectual Property		\$250/350	
Best Short Form, Intellectual Property		\$250/350	
Best Long Form, International DRTV Production		\$250/350	
Best Short Form, International DRTV Prod.		\$250/350	
Best Long Form, Sports & Fitness		\$250/350	
Best Short Form, Sports & Fitness		\$250/350	
Best Long Form, Variety		\$250/350	
Best Short Form, Variety		\$250/350	
Best Female Presenter		\$250/350	
Best Long Form, U.S. Hispanic		\$250/350	
Best Short Form, U.S. Hispanic		\$250/350	
Best Long Form, People's Choice		\$250/350	
Best Short Form, People's Choice		\$250/350	
Best DR Radio Campaign		\$250/350	
Best Celebrity Presenter		\$250/350	
Best Female Presenter		\$250/350	
Best Male Presenter		\$250/350	
Best Live Shopping On-Air Guest		\$250/350	
Best DR Website Design		\$250/350	
Best Use of Online Video		\$250/350	
Best Mobile Marketing Campaign		\$250/350	
		<b>Total for this Entry</b>	

### Method of Payment (checks payable to ERA)

Amex  Mastercard  VISA  Check (U.S. bank only)

Account: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_



## CERTIFICATE OF COMPLIANCE WITH ERA MARKETING GUIDELINES

Contact Name: \_\_\_\_\_

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City / State/ Zip Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: : \_\_\_\_\_

Email: \_\_\_\_\_

The undersigned is obligated to abide by ERA's marketing guidelines and complete catalog of policies and procedures as located on [www.retailing.org](http://www.retailing.org). We hereby certify that, to the best of our knowledge and belief, the submitted program entitled: marketing the product(s): , complies with ERA's marketing guidelines.

**Category of certification** (please review the appropriate marketing guidelines for the respective category)

DRTV    Radio    Online

Name of Program to be Certified: \_\_\_\_\_

Product Being Marketed: \_\_\_\_\_

Relationship to Program/Product: \_\_\_\_\_

Name of Certifier: \_\_\_\_\_

Title of Certifier: \_\_\_\_\_

(Must be a senior executive from one of the companies listed above)

Signature of Certifier: \_\_\_\_\_

Date: \_\_\_\_\_

### Amount Due: \$100.00 per certification

Method of Payment (checks payable to ERA)

Amex    Mastercard    VISA    Check (U.S. bank only)

Account: \_\_\_\_\_

Exp. Date: \_\_\_\_\_

Cardholder Name (please print): \_\_\_\_\_

Cardholder Signature: \_\_\_\_\_

**For questions regarding ERA's Self-Certification program,  
please contact ERA at 703- 908-1020.**