



2010 ERA Moxie Awards Finalists

Best Long Form of the Year – Over \$250K

Insanity

Product Partners, LLC – Direct Marketer
Mayhew Breen - Producer

Meaningful Beauty 3

Guthy-Renker LLC – Direct Marketer
Lieberman Productions – Producer

P90X – The Answer

Product Partners, LLC – Direct Marketer
Ned Farr – Producer

Best Long Form of the Year – Under \$250K

Amish Heat Surge Fireplace

Concepts TV – Producer
Heat Surge, LLC – Direct Marketer

Brainetics Math & Memory System

Envision Response – Production Company
Onebrella

TMGTV Production – Producer
Akos Jankura – Presenter

Best Short Form of the Year – Over \$50K

Bare Escentuals “Click, Lock & Go”

Bare Escentuals – Client
R2C Group – Producer

Proactiv Solution: Katy Perry

Guthy-Renker LLC – Direct Marketer
Lieberman Productions – Producer

X-Factor One Pay

ICON Health & Fitness – Client
R2C Group – Producer

Best Short Form of the Year – Under \$50K

St. Jude’s Hospital “Milestones”

Euro RSCG Edge – Producer

Turbo Snake

Sullivan Productions – Production Company

Anthony Sullivan – Producer

Arwen Saxon - Producer

Your Baby Can Read

Your Baby Can LLC – Marketer
M2G Chad Murdock – Producer

Best Celebrity Presenter

Valerie Bertinelli for Meaningful Beauty 3

Guthy-Renker LLC – Direct Marketer

Lieberman Productions – Producer

Valerie Bertinelli – Presenter

Joan Lunden for Murad Resurgence

Murad, Inc. – Direct Marketer

Launch DRTV – Producer

Joan Lunden – Presenter

Montel Williams for Living Well w/ Montel

Script to Screen – Producer

Tristar Products – Direct Marketer

Montel Williams – Presenter

Best Female Presenter

Leslie Blodgett for Bare Escentuals

Bare Escentuals – Client

R2C Group – Producer

Leslie Blodgett – Presenter

Forbes Riley for Sienna Q Steam Mop

Forbes Riley – Presenter

Anvid Products – Marketer

Jordan Direct – Producer

Rhonda Shear for Ahh Bra

TMGTV Productions – Producer

Rhonda Shear - Presenter

Winners Announced at the 2010 ERA Moxie Awards Gala:
September 23, 2010 at the 2010 ERA D2C Convention



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2010 ERA Moxie Awards Finalists

Best Male Presenter

Chaz Dean for Wen by Chaz Dean
Guthy-Renker LLC – Direct Marketer
Caudill & Associates – Producer
Chaz Dean - Presenter

Anthony Sullivan for Jupiter Jack

Sullivan Productions – Production Company
Anthony Sullivan – Producer
Arwen Saxon – Producer
Anthony Sullivan – Presenter

Anthony Sullivan for Turbo Snake

Sullivan Productions – Production Company
Anthony Sullivan – Producer
Arwen Saxon – Producer
Anthony Sullivan – Presenter

Best Live Shopping On-Air Guest

Beau Rials for H2O Mop

Thane Direct – Direct Marketer
QVC – Shopping Channel

Forbes Riley for Spin Gym

HSN – Shopping Channel

Jaynie Roberts for Slim & Lift Comfort

Thane Direct – Direct Marketer
QVC UK – Shopping Channel

Best Long Form, DR Corporate Branding Production

Bushnell “Tour V2 Laser Rangefinder”

Bushnell – Client
R2C Group – Producer

Car MD

Barry Marketing Group – Producer
Car MD – Direct Marketer
Barry Marketing Group – Writer/Director

A Home of Your Own

Clayton Homes – Direct Marketer
Group Mojo – Producer

Best Short Form, DR Corporate Branding Production

FastTrack

Script to Screen – Producer
Rubbermaid – Direct Marketer
MaxClarity “Foam”

Euro RSCG Edge – Producer
Oreck Pilot Vacuum

Script to Screen – Producer
Oreck Direct – Direct Marketer

Best DR Radio Campaign

Hydroxatone “Invisible”

Hydroxatone – Direct Marketer
Marketing Architects – Producer

FRS “real Energy Drink w/ Derek Fisher”

FRS – Client

R2C Group – Producer

Bare Escentuals “Again & Again”

Bare Escentuals – Direct Marketer
Marketing Architects – Producer

Best Long Form, International DRTV Production

Leg Magic

Kingstar Direct, Inc. – Producer

Spin & Go

Body Action Enterprises – Direct Marketer

Tri-Aktiline

Oak Lawn Marketing, Inc. – Direct Marketer
Script to Screen – U.S. Footage Producer
Estee Lauder – Product Developer

Winners Announced at the 2010 ERA Moxie Awards Gala:
September 23, 2010 at the 2010 ERA D2C Convention



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2010 ERA Moxie Awards Finalists

Best Short Form, International DRTV Production

Cash 4 Christmas – U.K.
Euro RSCG Edge – Producer
U.S. Immigration Explained
Thane Direct – Marketer
Paul Greenberg – Executive Producer

Best Long Form, Beauty

Bare Escentuals “Click, Lock & Go”
Bare Escentuals – Client
R2C Group – Producer
Murad Acne Complex
Murad, Inc. – Direct Marketer
Launch DRTV – Producer
Murad Environmental Shield
Murad, Inc. – Direct Marketer
Launch DRTV – Producer

Best Short Form, Beauty

MaxClarity “Foam”
Euro RSCG Edge – Producer
Murad Acne Complex
Murad, Inc. – Direct Marketer
Launch DRTV – Producer
Proactiv Solution – Avril Lavigne
Guthy-Renker LLC – Direct Marketer
Lieberman Productions – Producer

Best Long Form, Health

30 Second Smile
Sylmark – Owner/Marketing Company
Steve Ober – Producer
Mayhew Breen – Producer
Jowell One Implant Solution
Larry Deutsch – Direct Sales and Marketing
Zeo – The Sleep Coach
Schulberg Media Works – Producer
Jon Schulberg – Director
Katrina Charmatz – Producer

Best Short Form, Health

Assurant Health “Wrapper 2”
Euro RSCG Edge – Producer
Den-Mat Lumineers “Smile Out Loud”
Den-Mat – Client
R2C Group – Producer
Pure Sleep
Schulberg Media Works – Producer
Jon Schulberg – Director

Best Long Form, Housewares

Euro-Pro Shark Navigator
Euro-Pro Shark – Client
R2C Group - Producer
**Living Well w/ Montel Healthmaster
Juicer**
Script to Screen – Producer
Tristar Products – Direct Marketer
Montel Williams – Host
Oreck ProShield Plus
Script to Screen – Producer
Oreck Direct – Direct Marketer
David Oreck – Host

Best Short Form, Housewares

Jupiter Jack
Sullivan Productions – Production Company
Anthony Sullivan – Producer
Arwen Saxon - Producer
Shed Vac
Hot Spots TV Productions – Producer
National Express – Direct Marketer
Turbo Snake
Sullivan Productions – Production Company
Anthony Sullivan – Producer
Arwen Saxon - Producer

Best Long Form, Intellectual Property

Brainetics Math & Memory System
Envision Response – Production Company
Dean Martin Roasts

**Winners Announced at the 2010 ERA Moxie Awards Gala:
September 23, 2010 at the 2010 ERA D2C Convention**



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2010 ERA Moxie Awards Finalists

Guthy-Renker LLC – Direct Marketer
Simply Music
Schulberg Media Works – Producer
Jon Schulberg – Director/Writer

Best Short Form, Intellectual Property

FreeScore.com “Holes”
Adaptive Marketing – Client
R2C Group – Producer
Your Baby Can Read “Compilation 2”
Your Baby Can LLC – Marketer
M2G Chad Murdock – Producer
Your Baby Can Read “Compilation 1”
Your Baby Can LLC – Marketer
M2G Chad Murdock – Producer

Best Long Form, Sports & Fitness

Insanity
Product Partners, LLC – Direct Marketer
Mayhew Breen - Producer
P90X – The Answer
Product Partners, LLC – Direct Marketer
Ned Farr – Producer
Total Gym XLS
Script to Screen – Producer
American Telecast – Direct Marketer

Best Short Form, Sports & Fitness

Body Rocker
Schulberg Media Works – Producer
Jon Schulberg – Director/Writer
Mary Mangold – Producer
Tower 200
Body by Jake – Direct Marketer
Dragon Fly Productions - Producer
X-Factor One Pay
ICON Health & Fitness – Client
R2C Group - Producer

Best Long Form, U.S. Hispanic BSA – Spanish

Winners Announced at the 2010 ERA Moxie Awards Gala:
September 23, 2010 at the 2010 ERA D2C Convention

EAG – Marketer
Capsule Media - Producer
Clinique “Even Better Skincare”
Estee Lauder (Clinique) – Client
R2C Group - Producer
**MOVIL ENGLISH “Ingles en la Palma de
tu Mano”**
Exitus Corp. – Producer
Advertising Concepts – Media Agency

Best Short Form, U.S. Hispanic

Cash 4 Gold “Cash 4 Christmas”
Euro RSCG Edge – Producer
**MOVIL ENGLISH “Ingles en la Palma de
tu Mano”**
Exitus Corp. – Producer
Advertising Concepts – Media Agency
Stop Repair Bills – Spanish
Euro RSCG Edge – Producer

Best Long Form, Variety

The Rockwell Sonicrafter
Script to Screen – Producer
Positec USA, Inc. – Direct Marketer
Worx GT2
Infomercials, Inc. – Producer
yudu
Raymond Entertainment Direct – Producer
Provo Craft – Marketer

Best Short Form, Variety

Emery Cat
Concepts TV – Producer
Allstar Marketing Group – Direct Marketer
FastTrack
Script to Screen – Producer
Rubbermaid – Direct Marketer
Hughes Net “Home Sweet Home”
Hughes Net – Client
R2C Group – Producer

Best DR Website Design

Bosley.com
Euro RSCG Edge - Producer
Murad Acne Complex



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2010 ERA Moxie Awards Finalists

Murad, Inc. – Direct Marketer

Proactiv.com

Guthy-Renker LLC – Direct Marketer

Best Mobile Marketing Campaign

Mobademo

Oak Lawn Marketing, Inc. – Direct Marketer

Proactiv Solution: Mobile Site

Guthy-Renker LLC – Direct Marketer

Best Use of Online Video

**Euro-Pro Shark Navigator “How to
Shark”**

Euro-Pro Shark – Client

R2C Group - Producer

Murad.com “I Heart Murad”

Murad, Inc. – Direct Marketer

Proactiv Solution: Katy Perry Banner Ad

Guthy-Renker LLC – Direct Marketer

**Winners Announced at the 2010 ERA Moxie Awards Gala:
September 23, 2010 at the 2010 ERA D2C Convention**