



NEWS

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ERA Announces 2010 ERA Moxie Awards Finalists

Winners to be announced September 23 at the 2010 ERA Moxie Awards Gala.

ARLINGTON, Va. – The [Electronic Retailing Association](#) (ERA), the leading trade association for direct-to-consumer commerce, today announced the finalists for the [2010 ERA Moxie Awards](#). The winners will be announced at the 2010 [ERA Moxie Awards Gala](#) on September 23, 2010 at the Wynn Las Vegas.

“These awards recognize our industry’s most accomplished individuals and leading productions during the past year,” said ERA president and CEO Julie Coons. “In acknowledging these leaders, the 2010 ERA Moxie Awards Gala spotlights the best of the industry and lends insight to those who wish to succeed in the direct response marketplace.”

The ERA Moxie Awards, formerly known as the ERA Annual Awards, honor the year’s best direct response (DR) campaigns and this year’s finalists certainly represent the top in television, radio, online and mobile DR. Among the most anticipated awards presented are the Best of the Year categories. This year, the categories have been split into price points.

In the running for Best Long Form of the Year, Under \$250K are:

- Amish Heat Surge Fireplace
- Brainetics Math & Memory System
- Onebrella

The finalists for Best Long Form of the Year, Over \$250K are:

- Insanity
- Meaningful Beauty 3
- P90X “The Answer”

The top three in Best Short Form of the Year, Under \$50K are:

- St. Jude's Hospital "Milestones"
- Turbo Snake
- Your Baby Can Read

Finally, in Best Short Form of the Year, Over \$50K we have:

- Bare Escentuals "Click, Lock & Go"
- Proactiv Solution: Katy Perry
- X-Factor "One Pay"

Other categories being presented at the 2010 ERA Moxie Awards Gala include:

- Best Celebrity Presenter
- Best Female Presenter
- Best Male Presenter
- Best Live Shopping On-Air Guest
- Best DR Radio Campaign
- Best Long & Short Form, DR Corporate Branding Production
- Best Long & Short Form, Beauty
- Best Long & Short Form, Health
- Best Long & Short Form, Housewares
- Best Long & Short Form, Intellectual Property
- Best Long & Short Form, International DR Production
- Best Long & Short Form, Sports & Fitness
- Best Long & Short Form, U.S. Hispanic
- Best Long & Short Form, Variety
- Best Mobile Marketing Campaign
- Best DR Website Design
- Best Use of Online Video

New this year, YOU get to decide who has the best short form AND long form infomercials of the year. Vote by **August 6** for your favorite in the People's Choice Category. Only one vote per person, per category, is allowed. Vote today for [People's Choice, Long Form](#) and [People's Choice, Short Form](#).

To see the full list of nominees, go to the [ERA Moxie Awards](#) site.

To see who wins, attend the ERA Moxie Awards Gala! New this year, the gala is a separately ticketed event. In order to attend, you must first register for an All Access Pass or a Show Floor Only Pass to the ERA D2C Convention and then purchase a ticket to the Gala. The registration rates for the ERA D2C Convention have not increased in years, but we do now need to charge for the Gala. [Purchase your ticket today!](#)

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About the 2010 ERA D2C Convention

The Electronic Retailing Association's 2010 ERA D2C Convention is the 20th 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 3,200 attendees and over 100 exhibitors, a variety of education sessions on industry related topics and expansive networking opportunities, as well as wide variety of events on the tradeshow floor. For more information, please visit 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 Allstar Products Group, eBay, Discovery Communications, Gaiam, Google, Guthy-Renker Corporation, HSN, Oak Lawn Marketing, QVC, Telebrands, ShopNBC and Thane. For more information about ERA, please visit www.retailing.org.