



Electronic Retailing Association Europe
The Association for the Multi-Channel Home Shopping Industry



PRESS RELEASE

NR. 002 / JUNE 21ST 2019

THE ELECTRONIC RETAILING ASSOCIATION EUROPE CELEBRATED THE EUROPEAN MULTI-CHANNEL MULTISCREEN AWARDS (EMMA)

Brussels, Belgium, 21st June 2019 – At the Electronic Retailing Association Europe (ERA Europe) annual conference in Budapest, Dr. Julian Oberndörfer, CEO ERA Europe, hosted the 4th EMMA Award ceremony.

The 2019 EMMA Award ceremony was the highlight of the Multi-Channel Home Shopping Conference in Budapest, honouring companies, products and individuals who have demonstrated excellence and/or been instrumental in the growth of the industry.

The 2019 EMMA Award winners are:

Business Personality of the year 2019

The EMMA for the Business Personality of the Year is awarded to an outstanding industry leader who possesses unique qualities, sets an example for others and is highly recognised by their industry peers. The EMMA for Business Personality of the Year 2019 was awarded to Judith Williams, who is described as both visionary and entertainer and who is the founder of the most successful brand in European Home Shopping, which comprises more than 800 products from the beauty, jewellery and fashion sectors and impresses more than 1 million HSE24 customers. Since 2014, Judith has also demonstrated her flair for trends and entrepreneurial vision as a jury member on the VOX show 'Die Höhle der Löwen', the German equivalent of 'Shark Tank'. With her expertise and entrepreneurship, she helps entrepreneurs to succeed. Judith is also patroness of Female Entrepreneurs of the Future, offering female entrepreneurs of the future practical advice and leading workshops. She is also committed to getting involved in social projects, serving as SOS Children's Village Goodwill Ambassador since 2009 and as an Ambassador for the Josep Carreras Leukemia Foundation. Within the last ten years, Judith Williams has written a unique success story and is celebrated as one of the most successful personalities in the German-speaking homeshopping landscape. In Budapest to accept the award on Judith William's behalf, were Manuel Reinalter and Daniel Gufler, both from Cura, Austria, and Ansgar Kessemeier, HSE24, Germany.



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Winner Best Short Form 2019

The EMMA in the category Best Short Form recognises outstanding production, sales story and product sales through a short form clip. This year three companies tied for the EMMA for their Short Form clips: European Home Shopping (EHS), Spain, for Multi Tool 360, Surging Media, U.S.A., for Hairless (Emson) and Studio Moderna, Slovenia, for the Dormeo Warm Hug.

Winner Best Long Form 2019

The EMMA in the category Best Long Form recognises outstanding production, sales story, presentation and product sales through a long form clip. This year two companies tied for the EMMA for their Long Form clips: Studio Moderna, Slovenia, for the Rovus Victor Vac and Studio Moderna Brands International/Dormeo, UK, for the OCTAsmart Mattress.

Winner Best Live Show 2019

The EMMA in the category Best Live Show recognises outstanding programming and a compelling product presentation in combination with strong audio visual appeal and a successful sales story. The EMMA in the category Best Live Show was awarded to Teleshopping, France, for their highly successful and entertaining weekly Saturday event presented by Marie-Ange Nardi and Alexandre. Devoise.

Winner Best Social Media Campaign 2019

The EMMA in the new category Best Social Media Campaign 2019 recognises outstanding use of social media platforms with tailored communication per platform, successful brand building, a successful sales story and excellent customer interaction and involvement. The EMMA in the category Best Social Media Campaign was awarded to Studio Moderna, Slovenia, for their multi-channel Black Friday campaign which had strong visuals tailored to each channel and featured a black cat that has become a synonym for Black Friday in the region.



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Winner Best Presenter 2019

The EMMA in the new category Best Presenter 2019 recognises an outstanding show presenter in the Multi-Channel Home Shopping Industry with high personal credibility and charisma and an outstanding show performance in both sales and entertainment factor. The EMMA in the category Best Presenter was awarded to Fangfang Teng and Yunhao Wang of Shark Shopping, China, for their joint participatory beauty category show with live customer participants.

Winner Best Innovation 2019

The EMMA in the category Best Innovation 2019 honours innovation and excellence in the development, marketing and launch of outstanding products for the Multi-Channel Home Shopping Industry. The EMMA in the category Best Innovation was awarded to Studio Moderna Brands International/Dormeo, UK, for the Octaspring Mattress which is the only mattress in the world to use the globally patented OCTAspring aerospace technology. The OCTAspring mattress has sold 6 million units in 40 countries worldwide markets. An independent sleep study showed you will fall asleep faster, sleep longer and have deeper, more restful sleep.

Winner Best Supplier 2019

The EMMA in the category Best Supplier 2019 is awarded for excellence in product quality and supply including competitive pricing, fair delivery and payment terms, as well as on-time, efficient and responsive service and support, going to an all round excellent supplier who works in partnership with the client. The EMMA in the category Best Supplier 2019 was awarded to MediaShop, Austria.

Winner Best Distributor 2019

The EMMA in the category Best Distributor 2019 is awarded to a reliable and responsive multi-channel distributor who is able to maximise the product life cycle and sell large volumes for their market, who also makes creative use of media and works as a partner. The EMMA in the category Best Distributor 2019 was awarded to JML from the UK, the biggest international distributor of Flawless (Idea Village). JML have continuously run the product with TV advertising since March 2018, and the Flawless range is planned to run on TV in 2019 and beyond. JML test all the new products in the range, and have moved the product from ASOTV space to ranged category space to ensure the product is a long term brand, working closely with Intersell and Idea Village as a partner.



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Winner Best CSR (Corporate Social Responsibility) 2019

The EMMA in the important new category Best Corporate Social Responsibility (CSR) 2019 is awarded to a company who makes a difference to improve society and is an inspiring example for others on the way to a sustainable and respectful social togetherness and better life for everyone. The EMMA in the category Best CSR 2019 was awarded to High Street TV from the UK, for their projects within the High Street Family, the Community and for the Environment. High Street TV's motto is 'Life. Love it. Live it.' which captures both their brand promise and also how they work together as a team to make a difference to people, charities and organisations in their community. High Street TV have been a patron of Saint Michael's Hospice since 2015 and have set ambitious targets to become more sustainable, including reducing carbon emissions by 80% and using more sustainable packaging materials. High Street TV has also raised over 100,000GBP for charities and

About ERA Europe

The Electronic Retailing Association Europe (ERA Europe) is the Association for the Multi-Channel Home Shopping Industry. ERA Europe is the voice and network for businesses that offer innovative products to consumers through audio-visual presentation, the internet and other electronic media, according to a recognised code of ethics. ERA Europe advocates and supports the interests of our members and their customers in Europe and around the world.

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