



Electronic Retailing Association Europe  
The Association for the European Home Shopping Industry

**FOR IMMEDIATE RELEASE**

## **ERA APPOINTS MUNICH BASED MARKETING AGENCY**

**Electronic Retailing Association places emphasis on new strategy in Europe**

**Brussels, 7<sup>th</sup> of August 2015: The Electronic Retailing Association (ERA), the Association for the European Home Shopping Industry, has appointed the Munich Agency Global Focus for Marketing and Public Relations to increase awareness of ERA in the European Market.**

Dr. Julian Oberndorfer, Executive Director ERA Europe, explains ERA's decision: "We see growth and potential growth within the Home Shopping Industry and expect this trend to continue. Therefore, we need to be continually present and active in the European Market, to reach our goals more effectively, and to represent our members specific interests, and, most important, to continue to expand the association. The appointment of Global Focus was based on the agencies specialty in Marketing, PR and Branding for associations".

ERA's mission is to expand the economic impact and size of the industry in Europe by increasing the confidence of consumers in home shopping. New strategic positioning, targeted, focused and active Public Relations, as well as a branding re-launch shall increase recognition of ERA and support the continued growth of the association in the European market and the role of ERA as watchdog for consumers.

The planned strategic activities will support the annual Electronic HomeShopping Conference held in Barcelona in June ([www.e-homeshopping.org](http://www.e-homeshopping.org)). The anticipated increase in awareness shall have a positive effect on attendees and exhibitors, as well as broadening the representation for the 71 current members of the association in Europe. Global Focus will identify and implement marketing activities that will support the growth of the ERA show.

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***SAVE THE DATE, Electronic HomeShopping Conference Barcelona 14 – 16 June 2016***





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ERA Europe, The Association for the European Home Shopping Industry, is the trade association for companies involved in retailing products and services directly to the consumer via audiovisual communication and content on television, internet and other electronic media, according to a recognized code of ethics. Currently ERA Europe represents the Interests of 71 European Members for which the turnover in the four core markets of France, Germany, Italy and the UK was 4 Billion €. 14.000 employees work in these specific markets in the industry.

**CONTACT INFORMATION:** If you would like more information, or to schedule an interview please contact Meike Peplow at Global Focus, [mpeplow@thinkglobal](mailto:mpeplow@thinkglobal) or +49 (89) 23 23 2650

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