

Electronic Retailing Association Europe

PRESS RELEASE
NR. 001/JUNE 2018

THE WINNERS OF THE 2018 EMMA

[JUNE 20TH THE ELECTRONIC RETAILING ASSOCIATION CELEBRATED THE EUROPEAN MULTI-CHANNEL MULTISCREEN AWARDS \(EMMA\).](#)

Brussels, Belgium

Brussels, 21st June 2018 – At the Electronic Retailing Association Europe (ERA Europe) annual conference in Seville, Dr. Julian Oberndörfer, CEO ERA Europe, hosted the 3rd EMMA Awards ceremony.

The ERA Europe 2018 EMMA Award winners are:

The 2018 EMMA Award ceremony was the highlight of the Multi-Channel Home Shopping Conference in Seville, honouring companies, products and individuals who have demonstrated excellence and/or been instrumental in the growth of the industry.

Business Personality of the year 2018

The jury awarded the EMMA for Business Personality of the year 2018 to Katharina Schneider, CEO MediaShop. Thanks to her clear vision, MediaShop today is an internationally successful group of companies in 7 locations and ca. 300 employees, selling innovative products in over 40 countries via an omni-channel sales structure. In 2018, Katharina became one of the team of investors on the Austrian Start-Up show '2 Minuten 2 Millionen' thereby giving MediaShop a face and positively enhancing the company image.

Multi-Channel Champion 2018

The EMMA in the category Multi-Channel Champion was awarded to HSE24 Italy for excellent customer communication across multiple sales channels and the use of innovative communication and content to create an incredible customer experience. Accepting the award on behalf of HSE Italy were Paolo Iacono, CEO HSE Italy and Björn Behlau, CMO HSE24 Italy

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 the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: www.era-europe.eu for further information.

CONTACT INFORMATION: Dr. Julian Oberndörfer, mailto : pr@era-europe.eu or +49 (8151) 55 66 480

Electronic Retailing Association Europe

Best Communication 2018

The 2018 EMMA in the category Best Communication was awarded to Studio Moderna for the integrated, multi-channel, 360° birthday campaign “Every day is a gift after a good night's sleep” celebrating 15 years of Dormeo. Accepting the award on behalf of Studio Moderna was Maja Umek and her team.

Best New Business Model 2018

The EMMA in the category Best New Business Model was awarded to Ralf Dümmel for his integrated business concept which demonstrated both great understanding of the potential of the German Start-Up show Höhle der Löwen (The Lion's Den) as well as achieving impressive results by utilising all communication media and distribution forms.

Best Innovation 2018

The 2018 EMMA in the category Best Innovation was awarded to the Livingston Prime vacuum cleaner from MediaShop. This award honours innovation and excellence in the development, marketing and launch of outstanding products for the Multi-Channel Home Shopping Industry. The Livingston Prime is the lightest battery driven vacuum cleaner on the market. Accepting the award on behalf of MediaShop was Katharina Schneider, CEO and Mani Morshedzadeh, Sales Director.

END

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 the Middle East. Currently ERA Europe represents the interests of 70 European and Middle Eastern members. Please refer to: www.era-europe.eu for further information.

CONTACT INFORMATION: Dr. Julian Oberndörfer, mailto : pr@era-europe.eu or +49 (8151) 55 66 480