



PRESS RELEASE

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For immediate release

THE MULTI-CHANNEL HOME SHOPPING INDUSTRY EXCELLENCE, CELEBRATED AT EMMA AWARDS

Brussels, Belgium, 10th June 2020 – *On 10th June 2020, companies, products and individuals, who have demonstrated excellence and involvement in the growth of the Multi-Channel Home Shopping industry in the previous year, were honoured at the 5th EMMA Awards Gala. The event is organized every year by ERA GLOBAL.*

The 5th EMMA Awards Gala was broadcast with a pioneering solution and hosted live in a studio in London, with guests attending ‘virtually’ and aired worldwide, so that all ERA GLOBAL member companies and friends were able to participate. *„The Gala was preceded by the ERA GLOBAL Town Hall Meeting and Global Tour that offered the audience an overview of the plans of the association, as well as updates from the industry key-players. Congratulations to all of our winners – we are very happy and proud to have found these outstanding achievements amongst our members, they are all an inspiring examples. We are delighted that our jury found our champions from all over the globe“,* states Dr. Julian Oberndörfer, CEO ERA GLOBAL.

The 2020 EMMA Award winners are:

Outstanding Contribution Award 2020

The EMMA for the Outstanding Contribution Award is awarded to an outstanding industry professional who possesses unique qualities, sets an example for others and is highly recognised by their industry peers. The EMMA for Outstanding Contribution was awarded to Janie Peace, Director of International Sales, JML, an icon to the community, who started in the business 28 years ago and joined JML in 2020, following many years valuable experience in the DR industry. She immediately launched JML's International Division, which now exports products and infomercials to distributor partners in more than 60 countries. In addition to the International Division, Janie is also responsible for sales to UK mail order companies and is a key member of JML's Product Development Group.

Winner Best Short Form 2020

The EMMA in the category Best Short Form recognises outstanding production, sales story and product sales through a short form clip. This year’s award was offered to JML, UK, for the clip VacPack! Go. Elegantly shot, this compelling and engaging short-form spot uses aspirational lifestyle videography and contemporary creative direction combined with



relatable, persuasive scenarios reinforced by captivating demos using time-lapsed footage to great effect.

Winner Best Long Form 2020

The EMMA in the category Best Long Form recognises outstanding production, sales story, presentation and product sales through a long form clip. This year, Intellibrands, U.S., received the award for Legexercise. This line of products has been successfully selling worldwide for more than 7 years, but the last commercial reference, Legexercise PRO, which launched in the second semester of 2019, has been a consistent winner simultaneously in Europe since day one.

Winner Best Live Show 2020

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 Shark Shopping, China, for the first media shopping competition in China, Shark Duet, hosted by the celebrity Cao Ying, which re-appeared with a new name, Cao Ying's Shark Duel. Tied to mainstream TV entertainment, Shark Shopping launched a weekly shopping show - Shark Duel - on September 9th 2019. In the following eight weeks, audience ratings and purchases kept growing. The glowing purple studio of the show had actually stirred up a whirlwind in media shopping and finally become a shopping carnival of millions.

Winner Best Social Media Campaign 2020

The EMMA in the new category Best Social Media Campaign 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, second year in a row, to Studio Moderna, Slovenia, for their World Sleep Day campaign. In 2017 Dormeo became sponsor of World Sleep Day, collaborating for a common cause: attract attention to the importance of sleep and sleep related problems. Every year Dormeo Sleep Day is becoming a stronger campaign, being in its 4th edition in 2020. The Campaign became a huge event internally (employees) and on the markets and goes live in 21 countries on the same date.

Winner Best Presenter 2020

The EMMA in the new category Best Presenter 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 Oksana Mazourik of Sankom, Switzerland, who has



presented on many channels internationally in different languages. Oksana's presentations are charismatic and the shows she hosts are entertaining to watch, delivering the message clearly and highlighting all product benefits. Oksana engages the audience and manage to generate a call to action and sales.

Winner Best Innovation 2020

The EMMA in the category Best Innovation 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 Media Shop for their top-notch product, Platinum Amazing Foam - the first car wash without scrubbing which works independently to dissolve dirt. Rolled out in March, the product has already sold 75.000 units.

Winner Best Supplier 2020

The EMMA in the category Best Supplier 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 this category was awarded to MediaShop, Austria. MediaShop's international team, Thomas Gros, Gernot Katzgraber and Emre Orhan, is well known for being reliable, superefficient, extremely flexible and offering great sales support.

Winner Excellency in CSR (Corporate Social Responsibility) 2020

The EMMA in the Excellency in CSR category is awarded to companies who make a difference to improve society and are an inspiring example for others on the way to a sustainable and respectful social togetherness and better life for everyone. This year the EMMA in this category was awarded to 4 companies that answered local communities' needs for medical products for protection against coronavirus early this year. Joyles Textiles Technology Limited, Body Action, Creative China Creations, TV Products helped bring these products to where they were needed. This project was initiated to truly help and support and not to profit from a scarce resource. The Multi-Channel community is very grateful for their very strong commitment to solidarity and humanity in these unprecedented times!



Inquiries can be submitted at: conference@era.europe.eu

Visit the official website: www.emma-awards.com for more information.

For further details about ERA GLOBAL, please visit: www.era-global.org.

About EMMA Awards

Each year, the EMMAs provide an exciting awards ceremony that honours networks, suppliers and individuals for their ingenuity and creativity and rewards outstanding achievements in the Home Shopping industry in the previous year. The EMMAs are the highlight of the annual ERA GLOBAL Conference, also known as The Multi-Channel Home Shopping Conference. Despite the postponement of the physical 2020 ERA GLOBAL Conference, the EMMAs took place online, as part of the Digital Conference.

About ERA GLOBAL

ERA GLOBAL* is the only existing non-profit association representing the interests of the Multi-Channel Home Shopping Industry and direct-to-consumer business. Our members come from Europe, the Middle East, the Americas, Asia, and Australia, and are active all over the globe. ERA GLOBAL 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 recognized code of ethics. ERA GLOBAL advocates and supports the interests of our Global members and their customers.

*the registered association name is the Electronic Retailing Association Europe / ERA Europe Asbl, BE 0867.005.301, RPM Brussels