

2009 ERA Annual Awards Nominees



Best Long Form of the Year

bareMinerals "Girlfriends"

R2C Group - Producer

Kodak ESP7 Printer

Kaplan Thaler Group – Agency

Mayhew/Breen – Producer

Lynn Hamlin – Executive Producer

Kodak Easy Share Camera

Kaplan Thaler Group – Agency

Mayhew/Breen – Producer

Lynn Hamlin – Executive Producer

Meaningful Beauty 2

Guthy-Renker – Direct Marketer

Best Short Form of the Year

bareMinerals "120"

R2C Group - Producer

Meaningful Beauty "Cindy Crawford"

Guthy-Renker – Direct Marketer

Netflix, "To the TV"

EURO RSCG Edge – Agency

Proactiv Solution: Focus on Travel Kit

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Best Celebrity Presenter

Bill Mays for Jupiter Jack

Telebrands

Billy Mays, Host

Cesar Milan for Cesar Milan

R2C Group – Producer

Cesar Milan, Host

Joan Lunden for Murad Resurgence

Murad, Inc. – Direct Marketer

Launch DRTV, Producer

Joan Lunden, Host

Best Female Presenter

Jayne Roberts for Slim N' Lift Comfort

Thane Direct – Direct Marketer

Jayne Roberts, Host

Jennifer Nicole Lee for Ab Circle Pro

Fitness Brands, Inc. – Producer

Tara Productions – Producer

Jennifer Nicole Lee – Host

Molly C. for Three Minute Legs

Thane Direct – Direct Marketer

Molly C. – Host

Tricia Springer for Clearchoice

Larry Deutsch, Marketing Dir., Clearchoice

Dental Implant Center – Direct Marketer

Tricia Springer, Host

Best Male Presenter

Anthony Robbins for Ultimate

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Anthony Robbins – Host

Billy Mays & Anthony Sullivan for Omni

Dual Saw

OmniReliant – Direct Marketer

Paul Morrison, CEO, OmniReliant

Sullivan Productions – Product Presenters

Billy Mays & Anthony Sullivan – Hosts

Rob Nevins for Skinny

Guthy-Renker – Direct Marketer

EURO RSCG Edge – Producer

Best DR Corporate Branding Production

HughesNet

R2C Group – Producer

Orek XL Platinum

Script to Screen – Producer

Orek – Direct Marketer

Netflix "To the TV"

EURO RSCG Edge, Agency

Winners Announced at the 2009 ERA Annual Awards:
September 15, 2009 at the 2009 ERA D2C Convention



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2009 ERA Annual Awards Nominees

Best DR Radio Campaign

bareMinerals, "Break Up"

Bare Escentuals – Direct Marketer

Marketing Architects – Agency

Proactiv Solution "Million Bottle Giveaway"

Guthy-Renker – Direct Marketer

Marketing Architects – Producer

MyCleanPC.com "Signs of a Virus"

GR Match – Direct Marketer

Marketing Architects – Producer

Best Integrated DR Campaign

Murad Resurgence

Murad, Inc. – Direct Marketer

Launch DRTV – Producer

Proactiv Solution

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Rob Nevins' Skinny Switch Secret

Euro RSCG Edge – Agency

Best International DRTV Production

Hip Hop Abs – Japan Version 4.0

Oak Lawn Marketing, Inc. – Japan Version
Producer

Oak Lawn Marketing – Direct Marketer

Beachbody – U.S. Original Version

Total Vibes

Thane Direct – Direct Marketer

True Sleeper – Japan Version 5.0

Oak Lawn Marketing, Inc. – Producer

Oak Lawn Marketing – Direct Marketer

Best Live Shopping On-Air Guest

Cesar Milan for Cesar Milan

Susan Lucci for Malibu Pilates

Robin Hartl for Worx

Cindy Crawford for Meaningful Beauty

Best Long Form, Health & Beauty

In an Instant

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Meaningful Beauty 2

Guthy-Renker – Direct Marketer

Murad Acne Complex IV

Murad, Inc. – Direct Marketer

Launch DRTV – Producer

Best Short Form, Health & Beauty

Instyler

Modern Media – Producers

Michael, Bruno & Claudio – Inventors

Meaningful Beauty "Cindy Crawford"

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Proactiv Solution "Julianne Hough"

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Best Long Form, Housewares

Orek XL Platinum

Script to Screen – Producer

Orek – Direct Marketer

Restfoam Trip Aerobed

Industex, SL – Direct Marketer

Ben Kalb Productions – Producer

Swivel Sweeper G2

Sullivan Productions – Producer

Anthony Sullivan – Host

Best Short Form, Housewares

Perfect Brownie™

The Schwartz Group – Producer

All Star Marketing Group

Tempur Pedic

Schulberg Media Works – Producer

Wonder Hanger

Concepts TV – Producer

Winners Announced at the 2009 ERA Annual Awards:
September 15, 2009 at the 2009 ERA D2C Convention



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2009 ERA Annual Awards Nominees

Best Long Form, Intellectual Property

Better Trades, v5 with Jimmy Johnson

EURO RSCG Edge – Agency

Winning in the Cash Flow Business

Script to Screen – Producer

Dalbey Education – Producer

Rosetta Stone

Script to Screen – Producer

Rosetta Stone – Marketer

Ultimate Edge

Guthy-Renker – Direct Marketer

Lieberman Productions – Producer

Best Short Form, Intellectual Property

Brainetics

Envision Response – Producer

The Sleep Video

Savvier – Direct Marketer

Louis Schwartzburg – Product Creator

Best Long Form, Sports & Fitness

AbCoaster

Script to Screen – Producer

Tristar Products – Marketer

Malibu Pilates, Version 6

Guthy-Renker – Direct Marketer

Script to Screen – Producer

Spinning

Script to Screen – Producer

Mad Dogg Athletics – Marketer

The Wave by The Firm

Script to Screen – Producer

Gaiam – Marketer

Best Short Form, Sports & Fitness

Easy Curves

Savvier – Direct Marketer

Geraldine Newman – Creative Director

Icon Fitness PowerBell

R2C Group – Producer

NordicTrack Incline Trainer

R2C Group - Producer

Best Long Form, U.S. Hispanic

Flex Relief by Therabotanics

Sylmark, Inc. – Direct Marketer

Sureel, Inc. – Producer

Te Chino del Dr. Ming

Saadin Solah – Producer

Tventas – Marketer

Xtreme Bra

Omni Direct – Direct Marketer

Vanessa Navarro – Producer

Best Short Form, U.S. Hispanic

Cash For Gold – Spanish

EURO RSCG Edge – Agency

Focus Factor – Spanish

Avalanche Creative Services – Producer

Sobre de Oro

Money 4 Gold – Direct Marketer

Omni Direct, Inc. – Hispanic Campaign Mgr.

Exitus TV - Producer

**Winners Announced at the 2009 ERA Annual Awards:
September 15, 2009 at the 2009 ERA D2C Convention**



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce

2009 ERA Annual Awards Nominees

Best Long Form, Variety

Kodak ESP7 Printer

Kaplan Thaler Group – Agency
Mayhew/Breen – Producer
Lynn Hamlin – Executive Producer

Kodak EasyShare Camera

Kaplan Thaler Group – Agency
Mayhew/Breen – Producer
Lynn Hamlin – Executive Producer

Omni Dual Saw

OmniReliant – Direct Marketer
Paul Morrison, CEO, OmniReliant
Sullivan Productions – Product Presenters
Billy Mays & Anthony Sullivan – Hosts

Best Short Form, Variety

Jupiter Jack

Telebrands
Billy Mays, Host

Vonage Bundled

R2C Group – Producer

Nintendo Wii Fit

R2C Group - Producer

Best DR Website Design

Murad.com

Murad, Inc. – Direct Marketer
Murad Web Team – Producer

Proactiv.com

Guthy-Renker – Direct Marketer

Omnidualsaw.com

Livemercial, Inc. – Digital Agency
OmniReliant Holdings, Inc. - Client

Best Use of an Online Marketing Tool

GetHollywoodFit.com (Blog/Social Site)

Sandra White – Director
Justin Soni – Designer

MagicJack.com

Digital Target Marketing – Online Direct
Marketer

Murad.com

Murad, Inc. – Direct Marketer
Murad Web Team – Producers

**Winners Announced at the 2009 ERA Annual Awards:
September 15, 2009 at the 2009 ERA D2C Convention**



Electronic Retailing Association
Leaders in Direct-to-Consumer Commerce