



We and our sponsors look forward to seeing you & your team centre stage under the spotlight at **The Hurlingham Club, London** on **15TH JUNE 2017**

CALL FOR ENTRIES

CLOSING DATE 12TH APRIL 2017

2016 Sponsors:



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dedicated to the celebration of excellence

The ECMOD Direct Commerce Awards have spearheaded the recognition of business excellence for organisations engaged in direct-to-customer retailing across traditional and newly emerging channels.

With categories designed for those targeting sales to businesses as well as for those selling to consumers, these unique Awards also seek to celebrate the achievements of businesses of all scales and at all stages of development.

These Awards offer businesses a unique choice of categories enabling them to play to their strengths. Entrants may choose, for example, to compete against all businesses of a comparable

size, regardless of merchandise speciality OR against businesses of all sizes in their merchandise speciality. Or indeed, enter both. In addition there are categories for specific achievements, like, for example: Best Catalogue Creative, Best Exploitation of Technology. Take a look at the range of categories and decide which you wish to enter. The more categories you choose, the better your chance of success.



ECMOD Lifetime Achievement Award

The ECMOD Lifetime Achievement Award is presented following consultation with an informal group of respected sector leaders. Those nominated have made a significant contribution to the sector over time, developed outstanding businesses, and set new standards which others aspire to.

By honouring these truly impressive individuals we seek to express the gratitude of the sector as a whole for their role in developing new markets, pursuing excellent standards, and sharing their knowledge and expertise with others.

Dermot Murnaghan and Alex Pratt, Chairman of DCA present the 2016 Lifetime Achievement Award to Simon Brown, founder & CEO Joe Brown's



download the full entry details from:
www.directcommercemagazine.com/awards

Celebrating excellence in direct commerce:

You'll be in distinguished company when you enter

- ☆ Able2Wear ☆ Arco ☆ Argos ☆ Armstrong Direct ☆ Artigiano ☆ Aspace ☆ Avon Cosmetics ☆ Axminster Tool Centre ☆ Bio-Gard/Muck Munchers ☆ Black Box ☆ Bloom ☆ Boden ☆ Bodie and Fou ☆ Bonsoir by Post ☆ BoPeeps ☆ Boysstuff ☆ BrightMinds ☆ BT ☆ Bureau Direct ☆ Caballo Saddlery ☆ Cancer Research UK ☆ Cancom ☆ Cath Kidston ☆ Charles Tyrwhitt ☆ Childhood Interiors ☆ CJ Wildbird Food ☆ Coolmore Collection ☆ Corporate Express ☆ Cotton Traders ☆ Craghoppers ☆ Dabs.com ☆ David Nieper ☆ Diamond Manufacturers/Vashi ☆ Direct365 ☆ Direct Golf UK ☆ Direct Wines/Laithwaites ☆ Dolls House Emporium ☆ Ellis Brigham ☆ ERIKS UK ☆ ESE Direct ☆ Eurooffice ☆ Europe By Net ☆ Farnell ☆ Fibrecrafts ☆ Fife Country ☆ Figleaves ☆ Fire Label ☆ Francis Frith Collection ☆ Frugi ☆ Fur Feather & Fin ☆ Garden Trading ☆ Graze ☆ Great Little Trading Company ☆ Handpicked Collection ☆ Hingstons ☆ Home Leisure Direct ☆ Hope Education ☆ Hotel Chocolat ☆ Hotter ☆ House of Bath ☆ House of Fraser ☆ International Dance Supplies ☆ Ironmongery Direct ☆ Isabella Oliver ☆ John Lewis ☆ JoJo Maman Bebe ☆ Joules ☆ Key Industrial ☆ Kiddicare ☆ Kingfield Heath ☆ Lakeland Limited ☆ Laura Ashley ☆ Littlewoods

categories

Choose the category(ies) that best fit your business and your niche

Best Multi-Channel Business or Brand by Turnover Band*

- 1. Annual sales of up to £5M
a) B2B b) B2C
- 2. Annual sales of £5 million - £15 M
a) B2B b) B2C
- 3. Annual sales of £15M - £30M
a) B2B b) B2C
- 4. Annual sales of £30M - £50M
a) B2B b) B2C
- 5. Annual sales over £50M
a) B2B b) B2C

Open to any business or brand utilising 2 or more channels to sell products direct to businesses or consumers. Channels may include: print catalogue, transactional website, off the page advertising, reader offers, in-home agent based sales, email/digital communications, mobile, online shopping malls, TV, affiliate programmes, wholesale distribution, retail and/or trade counter sales.

Judging Criteria

An evaluation of entrants' overall performance taking in the following key areas:
 Positioning and proposition; brand ethos; range; targeting; offers; creative execution; campaigns by channel; customer retention and CRM; recruitment, execution and results; new developments and launches during 2016* and how specific 2016* challenges were met.

*All information submitted and turnover should relate to calendar year 2016.

6. Best Exploitation of Technology sales up to £25 million** a) B2B b) B2C

7. Best Exploitation of Technology sales over £25 million ** a) B2B b) B2C

Was 2016 the year that saw your business transform its performance via adoption of new technology? Examples could be: The re-platforming of your website. Implementation of a new multi-channel or e-procurement solution. Adoption of new web tools – searchandising, virtual changing room, room set design etc.. Our Judges want the objectives and the business case, along with the results being achieved.

Best Brand or Business by Merchandise Speciality

Consumer

- 8. Children's Products
- 9. Womenswear & Accessories
- 10. Menswear & Accessories
- 11. Home including Food & Wine
- 12. Gardening & Outdoors
- 13. Gifts, Gadgets, Hobbies, Home Entertainment
- 14. Luxury Brands
- 15. Charity Trading

Business

- 16. Office & Business Supplies
- 17. Industrial, Technology & Warehouse Supplies
- 18. Hotel, Catering, Facilities Management Equipment & Supplies
- 19. Education, Teaching & Training Products
- 20. Health, Medical, Scientific Supplies & Equipment

21. Best Catalogue Creative & Production ** a) B2B b) B2C

Our Judges are looking for the very best digital execution spanning: web & mobile sites, content and site performance, apps, email marketing, social media usage & commitment to ongoing improvement. **Financial results are not required for this category.**

22. Best Digital Performance ** a) B2B b) B2C

Our Judges are looking for the very best website from a user experience perspective – ease of search & navigation, clarity, quality product information, ease of ordering. **Financial results are not required for this category.**

23. Outstanding Customer Service a) B2B b) B2C

Our Judges are looking for excellence in customer service – from policies and service standards to customer promise charter to CSR empowerment, backed up by customer feedback (whether from a recognised 3rd party solution or written correspondence/emails from customers themselves).

Categories marked ** are ideal for client/supplier entry collaboration – find out more about how supplier organisations can support their clients. It is a win-win opportunity!

B2B & B2C online – mobile – catalogue – retail

- ☆ Liz Earle ☆ Loake Shoemakers ☆ Lyco Direct ☆ Macmillan Cancer Support ☆ Madeleine ☆ MandM Direct ☆ Mankind ☆ Marshalls Garden Catalogues ☆ Medical Supermarket ☆ Misco ☆ Mister Spex ☆ Mobile Fun ☆ Morleys Early Years ☆ Muddy Puddles ☆ Mummy Can I Have ☆ Naked Wines ☆ New Pig ☆ Next Directory ☆ Nicola Jane ☆ Nisbets ☆ notonthehighstreet.com ☆ Office Power ☆ OKA Direct ☆ Oliver Sweeney ☆ Original Gift Company ☆ Oxfam ☆ Personalised Presents Direct ☆ Peter Christian ☆ ProCook ☆ Railbookers ☆ Rapid Racking ☆ Rowlands ☆ Royal British Legion ☆ RNLI Sales ☆ RS Components ☆ RUCraft ☆ Russ Andrews ☆ SafetyShop ☆ Sarah Raven ☆ Scent from the Islands ☆ Science Museum ☆ Scotts & Co ☆ Screwfix Direct ☆ Seasalt ☆ Seton ☆ Shop Direct ☆ SightSavers ☆ Simon Jersey ☆ Slingsby ☆ SpaceKraft ☆ StockSigns ☆ Sportpursuit ☆ Tesco Direct ☆ This Works ☆ Thompson & Morgan ☆ TM Lewin ☆ TTS Group ☆ Urchin ☆ Vernon Geranium Nursery ☆ Victoria Plumb ☆ Virgin Experience Days ☆ Viva ☆ Wall London ☆ Watco ☆ Wealth of Nations ☆ Weird Fish ☆ White Company ☆ WigWam Kids ☆ Williams Medical Supplies ☆ Wolseley ☆ Workplace Depot ☆ UK Worldstores ☆ WWF ☆ Wyko Direct ☆ YPO

official entry form

to be completed by all entering



**ECMOD Awards • Lower Ground Floor, Calthorpe House • Belmont Rd • Ilfracombe • EX34 8DR
T: 01271-866112 • email: awards@ecmod.com • www.directcommercemagazine.com**

Category entered (please tick)

1	Annual sales of up to £5 million	B2B		B2C	
2	Annual sales of £5 - £15 million	B2B		B2C	
3	Annual sales of £15 - £30 million	B2B		B2C	
4	Annual sales of £30 - £50 million	B2B		B2C	
5	Annual sales over £50 million	B2B		B2C	
6	Best Exploitation of Technology - Businesses with sales up to £25 mil	B2B		B2C	
7	Best Exploitation of Technology - Businesses with sales over £25 mil	B2B		B2C	

CONSUMER					
8	Children's Products				
9	Womenswear & Accessories				
10	Menswear & Accessories				
11	Home including Food & Wine				
12	Gardening & Outdoors				
13	Gifts, Gadgets, Hobbies, Home Entertainment				
14	Luxury Brands				
15	Charity Trading				

Enter any two categories of your choice for £95+ vat. For each additional category please add £40+ vat. DCA members – enjoy discounted rate of £85+ vat for any two categories of your choice – for each additional category please add £40+ vat.

BUSINESS					
16	Office & Business Supplies				
17	Industrial, Technology & Warehouse Supplies				
18	Hotel, Catering, Facilities Management Equipment & Supplies				
19	Education, Teaching & Training Products				
20	Health, Medical, Scientific Supplies & Equipment				

21	Best Catalogue Creative & Production	B2B		B2C	
22	Best Digital Performance	B2B		B2C	
23	Outstanding Customer Service	B2B		B2C	

Please tick here if you DO NOT wish your details to be used for internal promotions from Direct Commerce Enterprises Ltd.

Please tick here if you DO NOT wish to receive information about products and services from other carefully selected companies.

Entering Company:

Entering Brand(s) if different:

My Name: Position:

Company: Website address:

Address:

.....

..... Postcode:

Email address:

Landline: Mobile:

PO Number (if applicable):

Date: Signature:

CALL FOR ENTRIES

**CLOSING DATE
12TH APRIL 2017**

Do not ship your entry with this form – please await confirmation, invoice & instructions.

A separate form is required for each category entry; photocopies are admissible.