



Online Retail Awards 2009

Winners, High Commendations, Finalists and Special Mentions

It is with pride and pleasure that we announce the final list of winners, high commendations, category runners up and special mentions for the 2009 Online Retail Awards.

All finalists have done exceptionally well to reach the short-list, and it's worth sharing some of the judges' views on the finalists. There was disappointment that so little credit was given to the individual, team or outside agency that developed the site; and surprise that so few major agencies had omitted to submit entries. At the same time there was real delight in receiving empirical data from short-listed companies.

BrandAlley, Shop.com, Duo Boots, Kiddicare and iCrossing, and Buy-a-Shed and their agency The Creative Collective, all deserve applause for the clarity of their evaluations.

It should be emphasized that the judges were not looking for website design perfection: but they were looking for seamless enjoyable online experiences that win and retain customers.

Thanks, to all those who provided valid evaluation and results. Such valuable information made the judges' decisions easier to reach and ensures that the impartial, objective standards we set for these awards have been firmly established.

The final list is published in the following order after the announcement of the Prix d'OR: winner, high commendation(s), runners up finalists and, last, but by no means least, special mentions.

Prix d'OR

WINNER

BrandAlley

<http://www.brandalley.co.uk>

Winning the Fashion and Clothing category and Marketing Campaign of the Year, positioned BrandAlley in the minds of the judges as a truly worthy winner of the inaugural Prix d'OR. One judge described it as: "a unique business model and joined up marketing," and we couldn't put it better ourselves. Congratulations to BrandAlley and the team who worked on this new project, and who are just about to celebrate the acquisition of their one millionth member – a truly outstanding achievement in just eighteen short months.

Agency: Alibi Productions

Overall achievement categories

Multiple Online Retailer

WINNER

John Lewis Partnership

<http://www.johnlewis.com/>

If only all traditional retailers had moved forward as far and as fast as this UK leader...

HIGH COMMENDATION

Shop.com

<http://www.shop.com/>

Shop.com offers consumers easy access to millions of products without the company ever touching a piece of inventory, allowing the company's owners to focus on an ever-improving online experience for customers

Bergdorf Goodman - <http://www.bergdorfgoodman.com/>

Shopping.com - <http://www.shopping.com/>

Target.com - <http://www.target.com/>

YOOX TheCorner - <http://www.thecorner.com/>

Independent Online Retailer

WINNER

Cordings

<http://www.cordings.com/>

This welcoming website by Montague-Tate absolutely captures the Cordings experience online. Now resurgent under a management buyout, Cordings is winning back lapsed and next generation customers.

Agency: Montague-Tate InternetWorks

HIGH COMMENDATION

James Purdey & Son

<http://www.purdey.com/>

Gloriously independent after 195 years, this iconic brand is also taking massive advantage of the internet to reach customers effectively and place a little piece of the Purdey experience on visitors' computers.

Agency: Richemont Internet and Groovytrain

Macbeth's - <http://www.macbeths.com/>

Specialist Online Retailer

WINNER

Jo Malone

<http://www.jomalone.com/>

Devotees dote on this elegant, beautifully co-ordinated site. The experience is very personal, whether for women or men. Great information on fragrances and combinations and easy to buy online. Impressive consistency across all international sites.

HIGH COMMENDATION

Paxton & Whitfield

<http://www.paxtonandwhitfield.co.uk/>

Winston Churchill once observed "a gentleman only buys his cheese at Paxton & Whitfield". The great man would no doubt have approved of the fact that he would now be able to order online for delivery to Chartwell. Informative, fascinating, online retail site.

Macbeth's - <http://www.macbeths.com/>

Arguably the first family-run traditional butcher to realise the huge potential of online retailing. The website lives up to the company's excellent reputation...and if you need a haggis...look no further!

Agency: Metazoa with 27BITS

Marketing campaign of the year

WINNER

BrandAlley

<http://www.brandalley.co.uk>

BrandAlley.co.uk launched in February 2008 and offers designer brands at up to 80% off RRP through a "flash sales" technique. BrandAlley carries out customer satisfaction surveys with every customer. The results have shown that BrandAlley has a 95% customer satisfaction rate. And in the Press, BrandAlley has also scored:

Time Online considered BrandAlley "number 1 online discount store" and The Daily Telegraph placed BrandAlley in 2nd position in their 50 best shopping websites.

Agency: Alibi Productions

HIGH COMMENDATION

Kiddicare

<http://www.kiddicare.com>

After a year delivering an ROI of 10:1, iCrossing and Kiddicare had to focus on deeply advanced search techniques and innovations to meet the ambitious new objectives set for the brand in the period February 2008 – January 2009.

Agency: iCrossing

Retail Sector Categories

1. Beauty, perfumes & cosmetics

WINNER

E.L.F. (Eyes. Lips. Face.)

<http://www.eyeslipsface.co.uk/>

Do you social network? Is payment secure? How can I pay? What do others think? This E.L.F. website tells you all this, right away, on the home page. The website is targeted at Europe and has those customers well sighted. Great website experience.

Agency: One Step Design UK (OSDuk)

HIGH COMMENDATION

Jo Malone

<http://www.jomalone.com/>

HIGH COMMENDATION

Space.NK.apothecary

<http://www.spacenk.com/>

HIGH COMMENDATION

Clinique

<http://www.clinique.com/>

Cult Beauty - <http://www.cultbeauty.co.uk/>

Sephora - <http://www.sephora.com/>

2. Books, magazines & newspapers

WINNER

Blackwell's

<http://www.blackwell.co.uk/>

BOB, as the Blackwell Online Bookshop is affectionately known, has positioned itself carefully as "the knowledge retailer" – a notch up from the straightforward bookseller. The "most enjoyable online bookshop experience" was the judges' opinion.

HIGH COMMENDATION

Waterstone's

<http://www.waterstones.com/>

Amazon - <http://www.amazon.com/>

Ebooks - <http://www.ebooks.com/>

The Book People - <http://www.thebookpeople.co.uk/>

The Guardian - <http://www.guardian.co.uk/>

Special mention for site that almost retails online:

Haddock Lobo Books & Magazines - <http://haddocklobo.com.br/>

Agency: Fernando Crispin and Arte Perfeita

3. Cars, boats, planes, trains, buses

WINNER

Amtrak - <http://www.amtrak.com/>

From the simple-to-understand navigation, to the amazingly useful atlas and route-planner, this is more than just a train booking website. This is a complete American railroad experience, which satisfies the simply inquisitive to the group booker, and more. A huge and impressive site tailored for use by rail travellers in the USA.

HIGH COMMENDATION

Oxford Bus Company

<http://www.oxfordbus.com/>

Smart Cars - <http://www.smart.com/>

Trainline - <http://www.thetrainline.com/>

4. Charity and not-for-profit

WINNER

Send a Cow

<http://www.sendacow.org.uk>

Ground-breaking charity that uses the ripple effect to maximise benefits for the communities within which live the recipients of aid, uses the web to generate donations. With reserve funds taking a hit over the last 12-18 months, the website has become a powerful tool for extending the charity's reach and encouraging new donors to contribute. The judges wish them well in their efforts. Site content is highly informative and emotive, without being sentimental and while not a whizzy as some other charity sites, it is an enjoyable, informative and encouraging experience for any visitor.

HIGH COMMENDATION

WWF

<http://www.wwf.org/>

Cancer Research UK - <http://www.cancerresearch.org.uk>

Oxfam - <http://www.oxfam.org/>

WaterAid - <http://www.wateraid.org.uk/>

5. Computers and telecommunications

WINNER

Apple

<http://store.apple.com/>

Utterly consistent online retail sites for this iconic brand. Clarity, simple navigation, lots of useful information supporting the visitor experience. Apple, together with its subsidiary brands of iPod and iPhone, really does employ joined up thinking in everything it does – device manufacture, impeccable design, software, impeccable design, online and offline retail experiences, again with impeccable design, “making every experience relaxed, informative, valued.”

HIGH COMMENDATION

Telefonica O₂

<http://www.O2.co.uk/>

Dell Computer - <http://www.dell.com/>

John Lewis Partnership - <http://www.johnlewis.com/Technology/Area.aspx>

Scorpion Technology - <http://www.scorptec.com.au/>

T-mobile - <http://www.t-mobile.co.uk/>

6. Cooking & cookery

WINNER

Carlow Cookery - <http://carlowcookery.com/>

A be-a-part-of-it website with a charmingly intimate approach, yet a very professional and extensive product listing from this Pennsylvania-based company, which effectively runs cookery courses alongside its online retail activities.

Agency: Mikula Web Solutions

HIGH COMMENDATION

Divertimenti

<http://www.divertimenti.co.uk/>

ProCook - <http://www.procook.co.uk/>

7. Electrical

WINNER

John Lewis Partnership -

<http://www.johnlewis.com/Electrical+Appliances/Area.aspx>

This UK department store has always had a great "never knowingly undersold" reputation and the keenness of pricing, coupled with breadth and depth of range makes this a formidable online offering

HIGH COMMENDATION

Maplin

<http://www.maplin.co.uk/>

Bennett's - <http://www.bennettsonline.co.uk>

E-spares - <http://www.espaes.co.uk>

8. Fashion & clothing

WINNER

A.P.C.

<http://www.apc.fr/>

With serious competition in this category, formidable access speed, fantastic clarity, uncluttered imagery, a site beloved by users made the A.P.C. website stand out. French chic brought to the web with no compromise, yet with optimum user friendliness. Great experience.

WINNER

BrandAlley

<http://www.brandalley.co.uk/>

"Fashion's best kept secret" is the hit of the show as far as the Online Retail Awards are concerned. Newcomer BrandAlley's website employs a different business model, that focuses absolutely on customer service. Full marks for this successful new online retailer, which has passed the 900,000 member mark in just 18 months.

Agency: Alibi Productions

HIGH COMMENDATION

Duo Boots

<http://www.duoboots.com/>

Agency: BTfresca

HIGH COMMENDATION

Tailor Store

<http://www.tailorstore.co.uk/>

Liberty - <http://www.liberty.co.uk/>

Matches Fashion - <http://www.matchesfashion.com/>

Mulberry - <http://www.mulberry.com/>

Uniqlo - <http://www.uniqlo.com/>

YOOX - <http://www.yoox.com/>

9. Finance & insurance

WINNER

Greenbee

<http://www.greenbee.co.uk/>

Financial services selected by John Lewis Partnership are marketed under the umbrella of the Greenbee brand

HIGH COMMENDATION

Zopa

<http://www.zopa.co.uk>

Comparethemarket - <http://www.comparethemarket.com>

Direct Line - <http://www.directline.com>

Special mention for non-retail site:

Mint - <http://www.mint.com/>

Fantastic concept for "credit crunch USA". Great site, but it doesn't sell anything from the site.

10. Food, soft drinks and alcoholic drinks

WINNER

Macbeth's

<http://www.macbeths.com/>

Arguably the first family-run traditional butcher to realise the huge potential of online retailing. The website lives up to the company's excellent reputation...and if you need a haggis...look no further!

Agency: Metazoa with 27BITS

WINNER

Waitrose

<http://www.waitrose.com>

Sister company to The John Lewis Partnership, Waitrose is one of the UK's leading supermarkets. Early into online retailing, Waitrose partnered with Ocado to provide an unrivalled delivery service.

HIGH COMMENDATION

Abel and Cole

<http://www.abelandcole.co.uk/>

Agency: bigfish

Majestic Wine - <http://www.majestic.co.uk/>

Marks & Spencer - www.marksandspencer.com

Naked Wines - <http://www.nakedwines.com/>

Paxton & Whitfield - <http://www.paxtonandwhitfield.co.uk/>

The Really Garlicky Company - <http://www.reallygarlicky.co.uk>

11. Gardening

WINNER

Wyevale

<http://www.wyevale.co.uk>

Nicholas Marshall's natural leadership qualities are already paying off for Wyevale. Gone is the DIY shed feel and back is the intimate relationship with committed gardeners. The website is evidence of this change for all visitors: great experience with real engagement with customers.

Agency: eCommera (commerce platform)

HIGH COMMENDATION

Buy-a-Shed

<http://www.buyashed.co.nz/>

Agency: The Creative Collective, Australia

Crocus - <http://www.crocus.co.uk/>

Gardens4You - <http://www.Gardens4You.co.uk/>

The Gluttonous Gardener - <http://www.glut.co.uk/>

12. Gifts and greetings

WINNER

Papyrus Online

www.papyrusonline.com

Papyrus stores in the US are synonymous with thoughtful gift-giving and greetings and offer an ever-expanding array of products including custom-printed announcements, products for entertaining, greeting cards, gift wrap, gift bags, stationery, note cards, journals and unique gift products. The online store developed from those offerings and is now a stand-alone website for consumer purchase.

HIGH COMMENDATION

The Gluttonous Gardener

<http://www.glut.co.uk>

American Greetings - www.americangreetings.com

13. Green products

WINNER

Ecotopia

<http://www.ecotopia.co.uk>

In 2006, Ecotopia's owners decided to outsource their IT, freeing up their time to research new products. It was a purposeful growth-decision and, in early 2007, Ecotopia closed its high street outlets to focus on online sales, which were already contributing 90% of total sales.

Agency: Mcommerce

HIGH COMMENDATION

Greenfeet

<http://www.greenfeet.com>

Ecotricity - <http://www.ecotricity.co.uk/>

People Tree - <http://www.peopletree.co.uk>

14. Health

WINNER

Pharmacy Online

<http://www.pharmacyonline.com.au/>

There are many online pharmacies, but passion is the word the judges used to describe Pharmacy Online's winning Australian website. It aims to provide customers with quality advice, the lowest prices and highly responsive customer service – online. And it succeeds.

Agency: Webtech Pro, Australia

Boots - <http://www.boots.com/>

Lloyds Pharmacy - <http://www.lloydspharmacy.com>

Pharmacy2U - <http://www.pharmacy2u.co.uk/>

15. Home and DIY

WINNER

My Deco

<http://www.mydeco.com>

The inspirational new offering from Brent Hoberman, co-founder of lastminute.com, is breath-taking in its scope, friendliness, ease of engagement and phenomenal one million plus product offering. In the year from launch (Feb 08 – Feb 09) mydeco has experienced exponential growth. Traffic has risen to approximately 750,000 monthly unique users, the volume of traffic sent through to retailers has increased 30 times, and over 200,000 people have signed up to the weekly newsletter.

HIGH COMMENDATION

Ochre & Ochre

<http://www.ochreandocre.com/>

Agency: Peter Robert Smith and Blue Earth solutions

Target.com - <http://www.target.com/>

The White Company - <http://www.thewhitecompany.com>

16. Music, movies and entertainment

WINNER

SEE Group (SEE Tickets)

<http://www.seetickets.com/>

This website experience feels powerful: every major event is listed. Yet customers enjoy a very personal experience. SEE Group is the largest ticketing organization in Europe, so they have real presence in this competitive market. The result: a website experience that embodies great service and treats people as individuals.

Game - <http://www.game.co.uk>

Cinema Now - <http://www.cinemanow.com>

Play.com - <http://www.play.com>

17. Public sector

WINNER

MTR

http://www.mtr.com.hk/eng/homepage/cust_index.html

Now a listed company, MRT Corporation's website works well in fostering a sense of community in Hong Kong. It's a fresh, modern, informative experience for all - whether Hong Kong residents, or inbound international visitors - with engaging segments like the "Most Caring Station Staff" election, where customers vote online. An experience that marries the local with the international. Excellent.

HIGH COMMENDATION

Transport for London

<http://www.tfl.gov.uk>

18. Services

WINNER

Shop.com

<http://www.shop.com/>

With SHOP.COM's updated site design generating double-digit growth and the creation of new money-saving features, as well as a suite of social networking tools, SHOP.COM aims to offer its customers an even more compelling shopping experience, with 2,000 stores on one site. Additionally, SHOP.COM's tagline, "Shop Smart, Save Big", underscores the brand's renewed mission to offer consumers savvy ways to shop and to save money in the current economic environment.

HIGH COMMENDATION

Royal Mail

<http://www.royalmail.com/>

Ekm Systems - <http://www.ekmpowershop4.com/>

Shopping.com - <http://www.shopping.com/>

19. Sport

WINNER

Courtside Sports

<http://www.courtsidesports.com>

The judges particularly liked the fact that the "Contact Us" page was near the start of the navbar, rather than last, on this Canadian site dedicated to court sports in every way and at every level. Great experience for lovers of court sports, internationally recognized as maintaining the highest professional standards for racquet specialty stores in North America. Competitive pricing together with personal service are the basis of this website experience.

Agency: NitroSell

HIGH COMMENDATION

James Purdey & Sons

<http://www.purdey.com>

Agency: Richemont Internet and Groovytrain

Ellis-Brigham - <http://www.ellis-brigham.com>

Fitness Footwear - <http://www.fitnessfootwear.com>

Roxtons - <http://www.roxtons.co.uk/>

20. Travel & leisure

WINNER

Kempinski Hotels

<http://www.kempinski.com/>

Kempinski is part of a tradition of excellence and now owns and operates a fine international portfolio of properties. Internet booking facilities are an integral part of modern hotel booking, but all too often are clunky and slow. The Kempinski online experience is silky smooth, integrating effortlessly with the group's global electronic systems.

HIGH COMMENDATION

TUI UK

<http://www.thomson.co.uk/>

HIGH COMMENDATION

Mr and Mrs Smith

<http://www.mrandmrsmith.com/>

Agency: Pod1 and D3R

British Airways - <http://www.ba.com/>

Emirates - <http://www.emirates.com/>

GreatSights - <http://www.greatsights.co.nz/>

Hornby - <http://www.hornby.com>

Last Minute Network - <http://www.lastminute.com/>

Singapore Airlines - <http://www.singaporeair.com/>

21. Utilities

WINNER

Ecotricity

<http://www.ecotricity.co.uk/>

100% of the energy generated by Dale Vince's enterprising company comes from renewable sources. The company's website experience is newsy, friendly, even neighbourly in the way it talks about how customers – individuals, families and businesses - can engage with and share in the benefits of renewable energy.

HIGH COMMENDATION

Scottish Power

<http://www.scottishpower.co.uk/>

Congratulations to the winners, high commendations, runners up and special mentions in the inaugural 2009 Online Retail Awards.