



Press Statement – For Immediate Release

Wednesday, 12 September 2018

Retail Excellence announce the Top3 finalists for Digital Campaign of the Year and Exporter of the Year

Retail Excellence, the largest retail industry representative organisation in Ireland, has today announced the Top3 finalists in the categories of Digital Campaign of the Year and Exporter of the Year.

The Top3 Finalists in the category of Digital Campaign of the Year are DID Electrical, Mindy Brownes Interiors and Three.

Finalists in the Exporter of the Year award, which is in partnership with DHL, include Carroll's Irish Gifts, iCLOTHING and Petstop.

The Digital Campaign and Exporter of Year categories are part of the Retail Excellence Annual Awards, which were established in 1997 to promote best practice and encourage high standards in the Irish retail industry. They are now the largest and most prestigious of its kind in Ireland.

Lorraine Higgins, CEO of Retail Excellence commented, "We are delighted to announce the Top3 finalists for Digital Campaign of the Year and Exporter of the Year. The standard this year was extremely high and shows the importance of digital to the industry in what is a very competitive market."

"All of the finalists have undergone rigorous analysis of their submissions by a team of eCommerce experts. On behalf of the team at Retail Excellence, I want to congratulate those who made the Top3 and wish them luck at the next stage of the Awards" concluded Ms. Higgins.

"The shopping habits of today's consumer have changed massively, with new digital products & social media driving this change. Retailers will stay ahead by adapting to changes in technology and identifying exceptional shopping experience and customer service. Congratulations to the shortlisted retailers." said Mark Patterson, Head of Field Sales in AIB

Commenting on the announcement, Ciara Hynes from DHL said "DHL are delighted to partner with Retail Excellence and to sponsor the very first eCommerce Exporter of the Year award. The eCommerce market is growing at an exponential rate and the quality of the applications received for the eCommerce Exporter of the Year category exemplify how Irish businesses are leveraging the growth opportunities this market provides."

The Awards, which are backed by AIB Merchant Services will take place on Saturday, November 10th in The Great Southern Hotel in Killarney where the overall winners in each category will be announced.

Ends -----

Notes to the Editor

The finalists in the Top3 Digital Campaign of the Year

- DID Electrical
- Mindy Brownes Interiors
- Three

Finalists in the Exporter of the Year

- Carroll's Irish Gifts
- iCLOTHING
- Petstop.

About Retail Excellence

Established in 1995, Retail Excellence is owned by the members, for the members. We are an organisation which invests in innovative and exciting learning, market intelligence, human resources services, Government representation and member networking initiatives. Retail Excellence has over 1,850 leading retail companies in Ireland. Our members are the most progressive and innovative retailers. Retail Excellence is by far the largest retail industry body in Ireland.

Contact

Tommy English
Public Affairs & Communications Executive
tommy@retailexcellence.ie