



July 2024

CIH EURONICS SCOOPS IER AWARD TWO-YEARS RUNNING

Combined Independents (Holdings) Ltd (CIH), the electrical buying group, part of Euronics, Europe's largest electrical buying group, has won the Best Marketing and Advertising Campaign category at the prestigious Innovative Electrical Retailing (IER) Awards for the second year running. This year Euronics collected the award for its inspiring 'Closer than you know' campaign.

The glittering awards event took place at the Riverbank Plaza in London on Friday 5th July and celebrated the excellent work taking place within the sector – honouring everything from exceptional products and business pioneers to high street heroes and customer service champions.

“We are delighted to pick up the Best Marketing and Advertising Campaign award for the second year running,” comments Paul Goldsmith, Head of Marketing at Euronics UK (CIH). “This recognition reflects the creativity, innovation, and hard work our team has poured into our 'Closer than you know' campaign. Euronics is dedicated to promoting the great work of its agents and delivering impactful and memorable experiences to our audience. Being acknowledged among the best in our industry is a testament to our commitment to excellence and our passion for storytelling.”

The multi-channel 'Closer than you know' campaign celebrates the close proximity of its member run stores who live in the community they serve, and in many cases are family run businesses. The always on campaign included TV advertising, radio adverts, POS, social media and digital.

In 2023, CIH Euronics won the Best Marketing and Advertising Campaign award for its work on the 'Just Ask' campaign, which focused on authentic families, showcasing technology that could help them be more efficient and highlight the local independent retailers they could rely on to help.

A number of CIH members also received awards at this year's IER Awards for their dedication to the independent retail sector:

- Best Large Independent Retailer Superstore: Stellisons Ltd
- Best Large Independent Retailer – Consumer Electronics: Avensys Ltd and Donaghy Brothers (Highly Commended)
- Best Small Independent Retailer – Consumer Electronics: Dacombes of Wimborne
- Best Small Independent Retailer – Major Domestic Appliances: Evans Appliances and Domestic Supplies Ltd (Highly Commended)
- Best Independent Retailer – Focused on Sustainability – Major Domestic Appliances: Stellisons Ltd
- Best Independent Retailer – Focused on Sustainability – Consumer Electronics: Dacombes of Wimborne (Highly Commended)
- Best Omni-channel Retailer category: Donaghy Brothers and Stellisons Ltd (Highly Commended)
- Best Overall Individual Independent Retailer – Focused on Sustainability: Steve Scogings, Chairman of CIH, and Stellisons Ltd
- Best Retailer Customer Service: Wellingtons Home Electrical
- Best Independent Retailer Marketing & Advertising Campaign: Wellingtons Home Electrical (Highly Commended)
- Best Independent Retailer Kitchen Showroom: Long Eaton Appliance Co. Ltd (Highly Commended)

CIH Euronics also sponsored the Best Corporate Responsibility Award, which is awarded to the company that has shown dedication to the environment, community or customers, and that it has been ingrained into the way they do business. The award went to Beko with Haier receiving a Highly Commended accolade.

Paul Tyler, CEO of CIH, comments, “There are so many inspiring and dedicated people that work within this industry and brands that are doing exciting things. We are delighted to pick up an award but also have the opportunity to celebrate the huge success of our members, our suppliers and the wider industry.”

For details on how to become a part of Euronics in the UK email: membership@cihgroup.com.