



Emma is Big News Again



As soon as Fellowes took the wraps off the *'Meet Emma, work colleague of the future'* campaign at the end of last year, the attention-grabbing life-size model has been a phenomenal success.

The *Work Colleague of the Future* campaign was developed to shine a light on how the human body will change, physically and visually, if we continue to work with poor posture and minimal movement at our workstations over the next 20 years. Not only did the campaign go viral on social media, but Emma also featured in media across the globe, attended health and wellbeing events, and even appeared on TV, including the Jonathan Ross Show.

Emma is now in the news again after the hugely successful marketing and PR campaign, created by specialist healthcare and medical communications agency, Virgo Health, received a string of top marketing communications awards.

Following on from being crowned winner of the marketing campaign of the year in the European office products awards (EOPA) 2020, the *Meet Emma, work colleague of the future* campaign has now won the Best Consumer Health Campaign in the high-profile SABRE Awards EMEA, and the Excellence in the Use of Data to Inform Campaign in the Communique Awards.

The shortlist for the SABRE Awards EMEA included around 400 campaigns, selected from more than 600 entries for a competition which recognises superior achievement in branding, reputation and engagement. And the Communique Awards are specifically designed to recognise and commend excellence and best practice in European, international and local healthcare communications.

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Emma's award-winning accolades to date, now include:

- **EOPA** – Winner of the Marketing Campaign of the Year Award for 2020
- **SABRE Awards** – Winner of the Best Consumer Health Campaign in EMEA 2020
- **Communique Awards 2020** – Winner of the Excellence in the Use of Data to Inform Campaign
- **Communique Awards 2020** – Highly commended for Excellence in Media Relations
- **PR Week Global Awards 2020** – Highly Commended

Now's the time for office products resellers to promote Ergonomic Solutions

Over the coming months, Emma will continue to draw attention to the plights of poor posture and minimal movement when working on laptops and computers at workstations. And, with more people than ever before working from home with poor workstation set-ups, there's never been a more important time for office products resellers to be promoting ergonomic solutions from Fellowes - the market-leading brand that brought you Emma, one of the most impactful and memorable campaigns.

Learn more about Emma [here](#)

Learn more about Fellowes ergonomic solutions [here](#)

Download your FREE 'Back to Business' marketing tools [here](#)

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About Fellowes Brands:

Fellowes Brands is a global manufacturer of market-leading products for improving life at work, in the home and on the go. These include shredders, laminators, binders, storage boxes, workspace wellbeing solutions and air purifiers. For more information, visit: www.fellowes.com

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