

An **acquirgy** Logographic

THESE MAINSTREAM COMPANIES ALL HAVE USED DIRECT RESPONSE TV



TO BUILD THEIR BRANDS AND SELL PRODUCTS AND SERVICES

The New Breed of DRTV Designed for Big Brands

It used to be that DRTV was the stomping ground for slicers and dicers, gadgets and anything that sold for \$19.95 or less. In the last decade or so, the world of infomercials and short-forms has changed dramatically, where legions of mainstream medium and large corporations are using DRTV with great success.

They are using the infomercial format to:

- Drive online and retail sales
- Build brand equity
- Generate huge media exposure due to discounted DRTV rates
- Create a steady stream of leads
- Build continuity programs

Brand-conscious managers have recognized that DRTV doesn't have to be exclusively the in-your-face pitches that the low-end products use. They've realized that heavily branded DRTV can be effective in selling, moving millions of units online and in stores and dealers, as well as generating quality leads.

Perhaps the biggest challenge is to determine what products and services are viable for DRTV, and how DRTV fits in with branding commercials and other marketing and advertising tactics. Whether you're selling a product, looking for leads or promoting a continuity offer, these questions all apply.

Over the years, we've developed a pretty sophisticated method of analyzing products for DRTV viability, and have developed this top-level checklist as a starting point:

- **Is your product truly breakthrough, or just a similar product with a couple of new features?** Breakthrough products often establish new or reinvent existing product categories. Examples: steamers, carpet sweepers/cleaners/washers, etc.
- **Does your product solve a real problem and/or save a lot of time or get much better results?** Great DRTV products must have a dramatic benefit to the user in order to get consumers to watch the infomercial and then buy.
- **Will demonstrations of your product result in the “wow” factor coming alive?** With remotes in hand, consumers need to be wowed to keep their trigger fingers silent. Does your product or service generate a “wow” when people hear about it?
- **What Are Your Revenue Channels?** DRTV is a tremendous driver for retail/etail, quality lead generation to dealer networks, and as a stimulus for direct sales of continuity products increasing the life time value (LTV) of those consumers. Including revenue channels in financial projections reduces risk and enables success by accurately quantify the associated impact between DRTV and sell-through in a way that FINALLY enables planning and predicative forecasting. Testing vs. the model will reveal the accuracy of the projections.
- **Are you open to offering consumers a truly compelling offer?** While product selection, demos, retail distribution are all key factors, the offer still trumps all. Crafting a superb offer is a necessity in order to move consumers to buy.
- **Do you have operations and logistics in place to fulfill single orders direct-to-consumer?** While using DRTV will result in a surge in retail sales, it will also generate direct-to-consumer sales as well. You’ll need to have an operation in place that handles inbound calls, web site orders and fulfillment. You do not have to set up these services in-house. There are plenty of third parties with numerous options that any DRTV

agency worth their salt has vetted and can make recommendations based on your specific business, including single product sales or continuity programs.

- **Are you willing to invest in an online strategy that is a companion to the DRTV effort?** Consumers today respond to infomercials in three ways – they call the 800#, go to the web address on the screen, or type in company name, product name or words they hear in the commercial into their favorite search engine. Having a strong online component is a must in this day and age.
- **Are you prepared to create both a retail version and a direct-to-consumer version of your product?** You'll need to in order to prevent channel conflict and keep retailers happy. When managed correctly, the direct channel can easily co-exist with the retail channel.
- **Are you willing to invite the DRTV agency in at a very early stage, so that they can opine on a wide range of issues, including packaging, choice of vendors, financial modeling, etc.?** Being willing to listen to an agency's perspective is critical, so that changes in manufacturing, design, packaging, etc., based on the agency's input can be made without incurring cost or time delays.

If your answers to most or all of these questions were positive, you may have a product or service that is viable for DRTV. The only way to find out is by talking to experts who understand DRTV for brand-conscious companies that have experience selling products costing \$50 and up and working with medium to large companies.

Questions or Comments on this Logographic?

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About DRTV Lab

Our DRTV Lab is behind our industry-leading success rate, and can help you determine if your product or service is destined for greatness or isn't right for DRTV.

The experts in our lab analyze dozens of aspects of any product or service to determine if it's feasible to promote it using DRTV. This audit helps you understand why your product or service is a good or bad candidate, and what it will take to dramatically increase the chances for success. A few of the many factors analyzed are market potential, multi-channel opportunity, margin, DRTV criteria score and more.



The DRTV Lab output is a blueprint for success, giving you the ability to understand what it will take to use DRTV to sell product or services in a ROI-positive scenario. On the flip side, it will prevent you from wasting hundreds of thousands of dollars on DRTV campaigns that probably won't work.

About the Acquirgy "Customer Acquisition IntelCenter"

Get your head around acquiring customers in the digital age with valuable and important content written by experts who have produced tens of millions of customers worth billions in revenue, offline for 30+ years and online since 1996. Major areas of the IntelCenter include "Nuts & Bolts" (Green Papers, Executive Briefs),

“Millions & Billions” (Cases, Testimonials), “Winner’s Circle” (Creative That Sells), “Points of View” (Key Stat Analyses, In the Trenches, Blog) and “News & Milestones” (New Clients/People, Published Content). Get your share of important acquisition intelligence at: <http://www.acquirgy.com/intel>.

About Acquirgy

Acquirgy (www.acquirgy.com) is an Acquisition Marketing Agency developing and executing accountable marketing programs driven by immediate and measurable response metrics across all digital and traditional platforms. Proprietary tracking systems integrate all transactional media, logistic and response data from all platforms to optimize client profitability.