

By Jackie Jones (jackiejones@questex.com)



DRMA member ESPN's new online video player is now Flash-based.

## ESPN Upgrades Video Player

**D**irect Response Marketing Alliance (DRMA) member ESPN has rolled out a new online video player that includes closed captioning, faster playback and a new third-party streaming provider.

The new player is built on the Ooyala video platform and now is Flash-based, which delivers a crisper look, according to various news reports. Also, visitors to the site can now share videos via Facebook and Twitter from within the player.

"ESPN's focus is on creating value add for the fan and the best way to do that is to not internally develop our own player," says Jason Guenther, vice president of technology in the ESPN digital media group. "Instead we want to add value on top (of that player)."

## Latin America's Vixicom Joins Sales Portal Platform

**S**ales Portal, an auction-based marketplace for contact centers and marketers and member of the Direct Response Marketing Alliance (DRMA), has added Latin American-based contact center Vixicom to its end-of-call revenue enhancement online platform, providing Sales Portal marketers and advertisers an opportunity to tap into the vital Spanish-speaking marketplace for product sales and lead generation.

Vixicom is headquartered in Santo Domingo, Dominican Republic, and handles inbound and outbound telemarketing for many of the industry's Spanish-language direct response campaigns.

"Sales Portal has created a breakthrough revenue-maximizing technology for contact centers and product marketers alike and we look forward to delivering our Spanish-speaking contact center capabilities to their diverse base of product marketers and advertisers for mutually beneficial end-of-call revenue enhancement opportunities," says Luis S. Echevarria, CEO of Vixicom.

## DRTV Ad Agency Cesari Direct Wins Two Telly Awards

**C**esari Direct, a full service direct response television advertising agency, recently added two Telly Awards to its impressive collection, bringing the total number of prestigious media prizes awarded to the Seattle-based company to 12.

Cesari Direct, a Direct Response Marketing Alliance (DRMA) member, teamed up with one of the biggest names in the automobile industry — Valvoline — to create a long-form commercial promoting its line of Eagle One car-cleaning products. The production received the Silver Telly, the highest honor given by the Telly Council. Since partnering with Cesari Direct, Eagle One product sales and brand awareness have risen dramatically, including a 37-percent increase in retail sales.

Cesari Direct was also awarded a Bronze Telly for its work with Nuvo Residential LLC's Nuvo H2O citrus-based water softening system. This new technology eliminates the need for salt-based systems, which are expensive and bad for the environment. Cesari Direct's award-winning, long-form production proved to be a vital engine for this early stage business, enhancing Nuvo's brand awareness and driving outstanding direct sales.

**Response Magazine and the DRMA want to share your successes with the industry!**

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at [jackiejones@questex.com](mailto:jackiejones@questex.com).

### NEWS CORNER

**HEARTHWARE INC.** moves its office and warehouse from Gurnee, Ill., to Libertyville, Ill., to accommodate growing business.

**MEDIA DESIGN GROUP** announces that it has purchased and managed media strategies for three of the top 20 short-form direct response campaigns as

ranked by IMS: Nail Perfect, Z-Quiet and Eggies.

Thane Direct names **MAG. FLORIAN KULTERER** as managing director of Thane Deutschland GmbH, while at the same time launching Thane Austria GmbH, and naming Austrian-based DRTV executive Robert Loder as its newest managing director.



Adam Block

TELEBrands announces the addition of **LYNN HAMLIN** as its new vice president of infomercials.

**ADAM BLOCK** joins KSL Media as the new vice president/account director of its Los Angeles office.

Sales Portal appoints **STEVE NOBER**, an advisory board member since April, as chief customer officer.

**SURGING MEDIA GROUP** announces it was chosen by Jarden Consumer Solutions as its agency of choice to produce the long-form infomercial and short-form spots for its latest fully automatic FoodSaver branded products campaign.