

By Jackie Jones (jackiejones@questex.com)

TV Goods Appoints Canis Media in European Launch

LONDON — TV Goods Inc. has appointed U.K.-based Canis Media to assist in the launch of its European office.

Canis Media will offer strategy, management support and physical services to the Direct Response Marketing Alliance (DRMA) member's European location.

"(Canis Chief Executive) Ed Hall and Canis Media have been working in TV shopping in the U.K. and Europe for more than a decade. With that kind of partnership, we have the ability to grow fast," says Kevin Harrington, head of TV Goods. "We will be able to offer a great local service to buyers and customers with our new local team."

"I have enjoyed knowing and working with Kevin Harrington for more than 10 years," adds Hall. "It's very exciting to be able to formalize our business relationship and I am sure we will be able to help TV Goods continue its remarkable growth as we help the team sell new products into a market of 750 million people."



Based on a long history of DRTV success for clients SHARK, Ninja, Western Union, Intuit, Kraft, ICON Health & Fitness, eDiets, Hoveround and other direct-to-consumer clients, Acquirgy has crystallized numerous factors which must be present for a DRTV multichannel marketing campaign to achieve client objectives.

Acquirgy Launches DRTV Lab Analysis Program

ST. PETERSBURG, Fla. — Acquisition marketing agency and Direct Response Marketing Alliance (DRMA) member Acquirgy has launched a highly focused methodology of evaluating new products and services for DRTV potential.

The new program, DRTV Lab, identifies and analyzes key factors that typically determine the potential success of a direct response TV program, including: market size potential, competitive assessment, multichannel opportunities, margin

analysis, intellectual property, product/service uniqueness and demonstrability of product attributes. In addition, Acquirgy has developed a DRTV Criteria Score, a numerical calculation that scores and combines 25 factors.

"This method enables us to identify potential winners while reducing our involvement with less than superior offerings," says Steven Morvay, Acquirgy president. "This process has been instrumental in finding products and services that have gone on to become DRTV successes."

KSL Media Wins Sapporo USA Account in North America

LOS ANGELES — Sapporo USA Inc. has selected Direct Response Marketing Alliance (DRMA) member KSL Media as its new agency of record for media buying and planning in North America.

KSL New York will partner on Sapporo's 2012 ad campaign with St. Louis-based creative agency Moosylvania. The campaign will kick off an aggressive expansion effort to increase Sapporo's U.S. sales and market share in the import beer category.

"Being awarded the Sapporo business is confirmation of our expertise in taking challenger brands to the next level. The success that KSL had in helping make Grey Goose the 'gold standard' in the ultra-competitive vodka category gave Sapporo the confidence to partner with us in achieving its aggressive goals," says KSL President David Sklaver. "We love a challenge, and we intend to help Sapporo meet and extend its target to be a top-10 import beer."



"The KSL team's expertise in customer analytics and strategy development as well as its proven track record of superior rate negotiations were key factors in our decision to partner with them," says Jun Utsumi, vice president of Sapporo USA. "We aim to solidify Sapporo's position as a top-10 import beer, through further investment in marketing our premium brands with enhanced activities starting in spring 2012."

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.

NEWS CORNER

WILLIAMS WORLDWIDE TELEVISION partners with Swift Response LLC to bring Flex Seal, a product created to stop tough leaks and avoid expensive home repairs, to all international markets across the globe.

CANNELLA RESPONSE TELEVISION moves into its new corporate headquarters at 848 Liberty Drive, Burlington, WI 53105.

RW ADVERTISING announces record sales for the Butterball Turkey Fryer (*Response*, November 2011) through DRTV two weeks in a row leading up to Thanksgiving.

BUYSAFE INC. announces that *AccessoryGeeks.com* saw an increase in website conversion by 5.2 percent with its program.

SALES PORTAL names Michael Montgomery as director of sales.