

By Jackie Jones (jackiejones@questex.com)



Mercury Media worked hand-in-hand with 1-800-FLOWERS.COM's creative partner, Mullen, to optimize brand advertisements for the Easter DRTV campaign, which featured a selection of popular spring flowers.

Mercury Media Launches New 1-800-FLOWERS.COM DRTV Campaigns

MARLBORO, Mass. — 1-800-FLOWERS.COM selected DRMA member Mercury Media to launch two new direct response television campaigns, both with the goal of spurring sales and creating widespread brand awareness. "One of the most exciting aspects of DRTV advertising is that it truly is the middle ground where art meets science," says Kristi Tropp, vice president, director of client service for Mercury Media. "We relish the opportunity to show 1-800-FLOWERS.COM that it is possible to have both

beautiful creative that leaves a lasting impression and a measurable impact on immediate consumer action."

The DRTV campaigns aired throughout April and May, corresponding with the Easter and Mother's Day gift-giving seasons. "Our goal in this effort is to keep our brand at the forefront of consumers' minds during the Easter and Mother's Day holidays and throughout their day-to-day lives," says Tania Nematic, senior manager, marketing planning and strategy, at Mercury Media.

CardFlex Adds TVGoods to Its Client List

COSTA MESA, Calif. — CardFlex Inc., a financial services and payment solution company, is now providing merchant processing services to TVGoods Inc., a direct response organization that identifies, develops and markets consumer products for global distribution.



Both CardFlex and TVGoods are DRMA members. "It is an honor for us to be working with an industry powerhouse like TVGoods," says Andrew M. Phillips, CEO and president of CardFlex. "Our mutual respect for and dedication to our clients and their success will be the foundation for a strong business relationship."

"It is important for us to partner with companies that care as much about the success of our entrepreneurs as we do," says Kevin Harrington, founder of TVGoods. "With its excellent reputation and in-depth understanding of the direct response market, it is clear that CardFlex will be that type of partner."

LiveOps Launches LiveWeb to Maximize DR Reach

SAN DIEGO — LiveOps announced the introduction of LiveWeb, a new service that offers pay-for-performance online marketing opportunities for the direct response industry, at Response Expo 2011.

LiveWeb allows DR marketers to create integrated multichannel campaigns that combine Internet sales channels with traditional TV and phone, according to the DRMA member.

"Successful campaigns don't operate in a bubble, and we recognize that multichannel solutions that integrate Web, phone and TV are incredibly important to maximize revenue opportunities," says Matt Fisher, executive vice president of LiveOps' agency division. "With LiveWeb, we're now offering the widest range of services in the industry and our customers can benefit from truly integrated Web and phone solutions from an industry leader that they trust."

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. To have your product video featured on *AsSeenOnResponseTV.com*, contact **Roxana Aguilar** at raguilar@questex.com.

NEWS CORNER

KSL Media announces **JON DOBBIN** as its new senior vice president and managing director of client services in New York.

MEDIA STREAM DIRECT, a leading direct response media buying

agency, names eight new hires to its employee roster: Doug Crouthers joined as director of new business development; Bernadette De La Fuente is welcomed as an account executive; Dale Lepkofker became controller; and Breanne Kamai, Dolan Peters, Ligia Gonzalez, Lilliana Reyes and Vira Samouhi joined in various roles within the media

and marketing departments.

SHEB ALAHMARI joins Cesari Direct as its new vice president for business development.

Third-party logistics provider **A2B FULFILLMENT**



is named the Large Business of the Year in Greene County, Ga.

CANNELLA RESPONSE TELEVISION doubles its office space in Los Angeles to accommodate the company's rapid business growth on the West Coast.