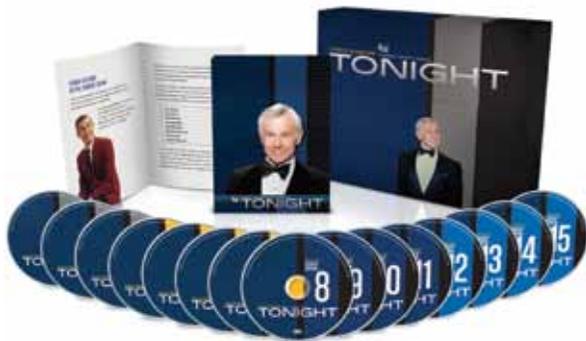


By Jackie Jones (jackiejones@questex.com)



Respond2, the creative team within R2C Group, was recognized for its work on the infomercial for the "Tonight with Johnny Carson" set.

Jordan Whitney Greensheet Awards Honor Three R2C Group Campaigns

PORTLAND, Ore. – R2C Group, an independent direct response advertising agency, took home three top honors from the Jordan Whitney Greensheet Awards for its work throughout the past year.

The Jordan Whitney Greensheet Infomercial Awards – based on effectiveness and on-air longevity – recognized Respond2, the creative team within R2C Group, for three separate campaigns: "Best Infomercial Writing" for Rosetta Stone TOTALE, "Best Entertainment Infomercial" for "Tonight with Johnny Carson" and "Best Sports Infomercial" for Bushnell Tour V2 Rangefinder.

"The creative team works hard to build integrated advertising campaigns that meet clients' goals and maximize ROI," says Sue Collins, vice president for Respond2. "After almost 15 years in business, we're proud to add these awards to the ever-growing trophy case. We've enjoyed our work with Rosetta Stone, Johnny Carson and Bushnell."

Datapak Services Partners with Canadian Fulfillment Company

HOWELL, Mich. – Datapak Services Corp., a Direct Response Marketing Alliance (DRMA) member and single-source provider of marketing and fulfillment solutions, has partnered with Toronto-based Northland Fulfillment to offer its clients an expanded service offering with complete supply chain management solutions.

The partnership provides clients with a cost-effective way to fulfill direct-to-consumer orders in Canada, while still retaining Datapak's customer service and order management services.

"The agreement will extend both organizations the opportunity to offer additional services to a new client base," says Robert Lahiff, vice president and general counsel at Datapak Services. "Together, we deliver exceptional value-add to our clients and extend the highest possible performance and capabilities in the fulfillment industry."



Valpak Coupons Available on Junaio App

LARGO, Fla., and SAN FRANCISCO – Valpak Direct Marketing Systems/Cox Target Media coupons are now available on the junaio app, allowing consumers to save money with geo-targeted coupons via their smartphones.



The app gives mobile users real-time access to the available coupons in his or her vicinity, and literally "pops up" on the smartphone's screen, encouraging brand-consumer interaction whenever the customer wants it.

"Providing Valpak content on the junaio platform extends the reach our advertisers achieve when they purchase Valpak advertising," says Nancy Cook, vice president of new media business development for the Direct Response Marketing Alliance (DRMA) member. "Our content distribution strategy is to be everywhere consumers look for savings. Valpak content appears on many different apps and platforms. That's good for consumers and good for our advertisers."

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

Discovery Communications promotes **DECLAN O'CONNOR** from director to vice president of direct response and paid programming.

TRUECAR INC., the automotive industry innovator in new

and used car pricing, trends and forecasting, announces that GR Match, an affiliate of Guthy-Renker LLC, will make a significant equity investment in the company.



CHRISTINA YOUM joins Media Design Group and Revenue Frontier

as the company's newest short-form media buyer, its fifteenth hire since January.



Thane's Australian subsidiary Danoz Direct marks the fifth season in Australia for the **H2O MOP** in direct response, underscoring the

company's commitment to building and maintaining DR brands for the longest possible life cycle.

KPI DIRECT announces three additions to its operations team: Nicole Dumont, order flow manager; Elizabeth McKinney, business analyst; and Jamie Frick, customer experience analyst.