DRMA DRMA News

By Jackie Jones (jackiejones@questex.com)

Hawthorne Direct Receives 3 Telly Awards

FAIRFIELD, lowa — Hawthorne Direct, a full-service direct response television advertising agency, won three Telly Awards in the 32nd annual competition for its short- and long-form work for three different clients

The Direct Response Marketing Alliance (DRMA) member was recognized with three Bronze Awards for its short-form campaigns for 3M and Carbonite, as well as for its long-form for the Mint Automatic Floor Cleaner.

"We appreciate being selected for three very prestigious Telly Awards," says Tim Hawthorne, chairman and chief executive officer of Hawthorne Direct, and a member of the *Response* Editorial Advisory Board. "We are proud of receiving these honors from industry professionals."

Hawthorne's Carbonite short-form spot focused on customer testimonials, while the 3M Command spot featured a Halloween theme and directed TV viewers to a website to download coupons and drive retail sales. The Mint Automatic Floor Cleaner infomercial provided consumers with information on all features of the robotic floor-cleaning product, with the goal of direct sales and drive-to-retail.



Orange County Business Journal Recognizes Meritus Payment Solutions

SANTA ANA, Calif. — The *Orange County Business Journal* has ranked Direct Response Marketing Alliance (DRMA) member Meritus Payment Solutions as No. 4 on its Fastest Growing Companies list.

The global transaction processing company boasts revenue growth of more than 700 percent between June 30, 2009, and June 30, 2011.

"We are honored to be recognized for the great strides we've made since our inception in 2009," says Alan Kleinman, principal of Meritus Payment Solutions. "The growth of our company continues and we look forward to contributing revolutionary products and unparalleled service to the payment processing industry."

Dial 800 Ranks Among America's Fastest Growing Companies

LOS ANGELES — Dial 800 has been named to the *Inc.* 5000 list of America's fastest growing privately held companies in 2011.

The Direct Response Marketing Alliance (DRMA) member, which provides marketing optimization tools for advertisers' Internet and media campaigns, including call routing, phone-call tracking software and memorable toll-free numbers that increase response, posted an impressive three-year growth rate of 68 percent.

"Our inclusion in this year's *Inc.* 5000 is a direct reflection of the success we've had helping our customers optimize their marketing and advertising campaigns," says Dial 800 CEO Scott Richards. "During a

time of great economic challenge, it is also a tribute to the passion and commitment that the Dial 800 team has to serving our clients."

Dial 800 COO James Diorio adds, "Our suite of services has really resonated with the marketplace, and particularly with direct response advertisers. While oftentimes the focus of advertisers is on offers, creative and media, there is a tremendous amount of additional revenue to be culled by increasing inbound leads and easily managing caller data to boost profitability. Dial 800 makes it easy to do this, and our selection to the *Inc.* 5000 points to Dial 800's relevancy to an expanding number of progressive marketers."

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

 $\ \, \text{To be featured in DRMA News, send your press releases and case studies to } \textbf{Jackie Jones} \, \text{at } \textit{jackie jones} @ \textit{questex.com}. \\$

NEWS CORNER

Cannella Response
Television announces
that MICHAEL GART has
joined the company as
chief financial officer.



ZIPTECH MEDIA INC., a media services and advertising agency, announces its new

address: 1 City Blvd., Suite 1600, Orange, CA 92868

BILL LAPIERRE is named vice president of business intelligence and marketing analytics at Datamann Inc.

Mercury Media adds DENISE
MAGASICH to its short-form
division as associate direc-



tor of media, and names LUCIO MARAMBA director of operations of its Mercury en Español division.

E+M ADVERTISING merges with digital shop PIAZZA ADVERTISING with the goal of offering a unique blend of services to clients in the brand response category like social and mobile commerce. Piazza's top executive, HOPE FULGHAM, becomes E+M's chief marketing officer.

Response NOVEMBER 2011 www.responsemagazine.com