

By Jackie Jones (jackiejones@questex.com)



Euro RSCG Chicago Provides Groupon Marketing Optimization Counsel

CHICAGO — The daily deal Web site Groupon, a shopping site that offers discounts on local goods, services and cultural events in more than 300 markets around the world, has tapped Direct Response Marketing Alliance (DRMA) member Euro RSCG's Chicago office to handle its customer relationship marketing efforts.

Euro RSCG Chicago — in conjunction with Euro RSCG Discovery, the data analytics, CRM and behavioral marketing agency within the Euro RSCG network — will provide Groupon with strategic counsel surrounding existing CRM and marketing optimization, and support the expanding social commerce company with mining customer insights and executing data-driving digital programs.

"As the leader in social commerce, Groupon has expanded rapidly with 35 million subscribers in 31 countries," says Joy Schwartz, president of Euro RSCG Chicago. "We are thrilled to bring our strategic insights and capabilities to their business."

R2C Group Wraps Up 2010 with Two DRTV Campaigns



PORTLAND, Ore. — Direct Response Marketing Alliance (DRMA) member R2C Group, a DR agency headquartered in Portland, Ore., rounded out 2010 with two successful DRTV campaigns for Ninja Kitchen System 1100 and the 3M Lens Renewal Kit.

The two campaigns tap into the power of direct response television through both short- and long-form formats, as well as drive consumers to other various platforms including online and retail.

"Direct response is a completely new approach for us, yet we believe it is a perfect tool to help create consumer awareness about the safety benefits of restoring vehicle lenses," says Automotive Aftermarket Division Marketing Manager Travis Lamb of the 3M Lens Renewal Kit DRTV spot. "Now that we have an easy, effective and affordable solution, we want all vehicle owners to consider this product in maintaining their investments."

The 3M Lens Renewal Kit features short-form spots that direct customers to Web sites and retailers where the product is sold. For the Ninja Kitchen System campaign, R2C Group launched long-form and 120- and 60-second messages, which were received well by consumers, says Mark Rosen, CEO of Euro-Pro LLC, the marketer behind the housewares product.

REVShare Reorganizes its Leadership Team

REVShare, TV advertising network and Direct Response Marketing Alliance (DRMA) member, has reorganized its Affiliate Relations team to increase efficiency and better position the company for strategic growth in the domestic, Hispanic and Canadian TV markets.

Chelle Lewis, previously vice president of network, becomes vice president of global affiliate sales and will head the division. Matt Schulde becomes vice president of national accounts, and Shaia Ash has been promoted to director of network operations.

"This new team sales strategy will provide greater coverage for our affiliate clients and enhance the excellent customer service that REVShare is committed to providing," Lewis says.



Chelle Lewis

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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.

To purchase Response Expo 2011 All-Access Badges, contact **Kaitlyn DeWaard** at kdewaard@questex.com.

NEWS CORNER

North Country Media Group announces **COLE VAN HEEL** is joining the company as head of business development for the group. Van Heel joins North Country after serving more



than four years as vice president of sales for InfoTech in New York City.

◀ Thane Direct appoints DRTV industry veteran **JEFF FRANKEL** to the newly created position of vice president of production.

▶ Hawthorne Direct announces the addition of **GEORGE LEON** as senior vice president of media/account management, as well as the addition of Creative Director **DAVID S. MAYNE** to its team.

KSL Media hires two new executives: **ADAM COHEN** as account director and **JACLYN KLEIN** as account supervisor.



International DRTV marketing company VISION TV INC. announces the appointment of **ARVI LOBANGCO** as its new international sales executive.