



30 Minutes? 2 Minutes or 60 Seconds? Radio? Print? Which Is Best for Your Product?

So you have the product that you think is the next big hit on TV. It has all the key elements. It has mass appeal, it is unique and solves a common problem. It has a low retail-sale-price-to-cost-of-goods ratio — significantly better than the 5-to-1 you always hear about. It is highly demonstrable, has great testimonials and is a great value for the money.

But you're not sure whether you should do a 30-minute infomercial or a two-minute, one-minute or 30-second spot. Maybe radio or print would be best? You have a \$200,000 budget for production, telemarketing, fulfillment and media test.

The problem is you've talked to 10 industry professionals, and they all tell you to do something different. If this business is as risky as everyone says (only one in 10 to one in 30 infomercials actually make a profit), the question is *"What do you do?"*

There are plenty of variables to consider when picking the right format, including these examples just to start with:

- If you have a \$19.99 retail product, a two-minute commercial might make the most sense.
- If it takes more than two minutes to explain the benefits of the product, a 30-minute show makes more sense.
- If your price point is \$29.95 to \$199, this opens up consideration of all options.

There are so many variables to consider, it sometimes becomes almost impossible to know which format is best. The answer is to hedge your bet — hit the market from all angles.

Look for a way to produce a 30-minute show, a two-minute spot, a radio spot and a print ad while still having enough money to test the media, set up the telemarketing and fulfill the orders — all for less than \$200,000.

Try to stick with a \$19.99 price point for a two-minute spot, while creating an extended offer that blows up the price point to \$39.99-\$99.99 in the 30-minute show. You can even leave wiggle room by not advertising the price, and creating a lead-generation campaign.

The bottom line: if you test all four strategies simultaneously, your odds for success can go from one in 30 to one in three. That's right — it can be 10 times easier to make a campaign successful by producing all four because no one really knows which format is the best.

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For years, Adam MacDonald has given direct response marketers an edge by combining in-depth knowledge and "big picture" DR experience to provide uniquely creative and practical input in developing successful DR campaigns. Take 2 Direct specializes in bringing your vision to screen with unparalleled creative production, taking your product to market and managing all the details in between. For the latest trends in creative direct response marketing, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at ext. 202, or Betsy Sanz at ext. 212.

