

Does Your Product Work? Are Your Testimonials Certified?

The FTC wants to know and ITG can tell them.

If you haven't noticed by now, there is extreme pressure by the Federal Trade Commission (FTC) to provide clinical trials showing statistically valid results reporting on how effective your product performs. If you use testimonials, they had better be authentic — unpaid and uncoached in any way.

For legal reasons, it's obvious why this is necessary. But just as crucial for marketers is the fact that real-world product tests and passionate real-life testimonials are often what it takes to get the consumer to pick up the phone and order. So how exactly does a company provide proof to back up its claims, and how can it organize real-life testimonials without spending hundreds of thousands of dollars?

In searching for the answers to these questions, the "From the Lab" team located a company that could provide those answers — possibly making it the savior direct marketers have been seeking. The company is Infomercial

Testimonial Group (ITG) and is the brainchild of Ed Gaut, an accomplished fitness expert who serendipitously got into the infomercial business and has created a cost-effective and credible company that provides real-life testimonials and scientific testing for products.

Whether it's the latest fitness product, a skincare cream, a cholesterol-reducing supplement or a handy new kitchen gadget, ITG can custom design a program to put the product to the test. Typical test groups last two-to-three months, but testing programs can last from one week to 12 months or more. It all depends on how rigorous the marketer wants the program to be.

ITG has quickly become a leading independent infomercial testimonial company by handling all aspects of obtaining testimonials — from recruiting and educating group participants to taking before-and-after photos and getting written and video testimonial statements. At the end of the program, if the product tests well, ITG gives it a seal of approval. If the product doesn't do what it claims to do, ITG gives clients a comprehensive dossier detailing the testing protocol and the results of each phase of the test.

ITG has access to a team of top university professors and doctors. Gaut says, "If your product works, ITG will prove it with documented results."

Everyone in the industry knows that real results-oriented testimonials, with before-and-after photos, can make the difference between a successful infomercial and a failure. Even with an already successful campaign, adding positive, results-oriented testimonials with dramatic visuals can increase infomercial sales by millions.

Because of ITG's processes, the "From the Lab" team recommends it to marketers who have a product that must be tested or those who want to spice up an already successful campaign with real testimonials. Visit the ITG Web site at www.infomercialtestimonialgroup.com. ■



Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at x202 or Kelly Burke at x203.

