

## The Anti-Infomercial Revolution: Using Infomercials to Market to the Echo Boomers

**W**hat do you do if the target demographic for your new, cutting-edge product is a male, age 18 to 24? Certainly, that's not your stereotypical 35-year old female infomercial customer.

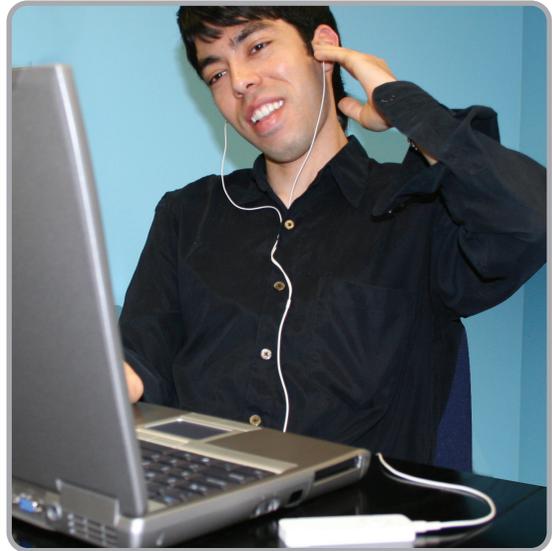
In addition, what if you are particularly sensitive to your company's image and you want to brand the product as hip and cool? You ask yourself, "Can I even do an infomercial?"

To begin with, you are faced with many challenges, such as: you don't have millions of dollars to throw at creative; the product has a retail price point of \$100; the product is complicated and requires serious demonstration. You are committed to marketing the product, so you have a fairly healthy production and advertising budget but not nearly enough to adequately spend in prime-time media space and certainly not enough to cross that invisible threshold needed to become a household name.

To make matters even more difficult, your target audience has a short attention span and is extremely fickle about what they watch and buy. The good news, however, is that this group — which is becoming known as the Echo Boomers — will go to war for what it wants and is ferociously loyal. These buyers will even become your best sales force among their peers once they are committed to a product.

Echo Boomer demographics tell us members of this group are addicted to TiVo, their cell phones and downloading their favorite shows to their iPods. They also spend more time on the Internet than watching TV.

Here is the solution: marry branded entertainment (use product placement on a show like "Detention," a popular show on the Fuel network) with the best 30-minute infomercial. This infomercial must be fun to watch, yet screaming, "Buy! Buy! Buy!" With strategically placed and frequent calls to action — every four minutes — you drive your target market to the Web, because they don't want to call anyway. A media buyer who understands your target audience must place the show in and



around the best infomercial time available on networks like Spike, Fuel, E!, Comedy Central and Fuse.

If this works, what do you get? A successful product launch with only half the budget required for a traditional retail

approach. You have a happy retail base of wholesale buyers, and you have built the loyal customer that you originally set out to get. And, crucially, you have an infomercial for the Echo Boomer that is actually fun to watch over and over and over again. Who knows, they may even want to download it to their iPods.

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 CEO Adam MacDonald at (714) 979-5555 or E-mail him at [adam@take2direct.com](mailto:adam@take2direct.com).



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