We Could All Cash Out by Learning a Little Something From 'Cash Call'



ou've all the seen the "Cash Call" commercials, and if you haven't, then chances are you don't watch television. Every time the "From the Lab" team sees the commercials, we think there must be a lot of people who need money fast in this country — because the "Cash Call" folks sure do spend a lot of money on advertising.

We haven't seen the latest IMS rankings for the year but "Cash Call" has to be near the top in media spending. We wouldn't be surprised if Gary Coleman made more money in royalties from "Cash Call" then he did from "Diff'rent Strokes." We've helped manage many direct response campaigns in our day and knowing what it can cost to cover the media, telemarketing, fulfillment and operations of a campaign, it blows us away that "Cash Call" can profitably afford to run such an offer.

Knowing those DR metrics, the "From the Lab" team realized, "Wow, customers must have to pay very high interest rates to borrow money from 'Cash Call'." We made it a point to watch and analyze the spots time and again. After a while, we began to notice an interesting evolution in the creative that seems to validate some of our direct response theories.

First, the company removed Coleman as spokesperson and went to a graphics-only commercial using various colors and backgrounds. The company probably felt that it was paying him too much and wanted to save on costs — either that or the results had started to dip and it just wanted to test a new strategy.

What stood out most was the simplicity of the new creative — computer graphic text on a colored background and a relatively generic voiceover pitch stating, "If you need money fast, then call 'Cash Call' today and receive up to \$10,000 in your account in just minutes." Can it get more simple than that?

Here are the key questions raised by the "Cash Call" spots to DR veterans: If you offer a product or service that enough people want or need — and can deliver it fast — do you even

need a celebrity to endorse it? Do you even need to shoot any footage? Can you be successful by just graphically creating a commercial in the edit bay, writing a compelling script and using a fairly simple voiceover? The answer is yes. Just watch "Cash Call" — they have proven it without a doubt.

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 backend process, contact Take 2 Direct CEO Adam MacDonald at (714) 979-5555 or Email him at adam@take2direct.com.

