

Riding the DRTV Lifecycle

We all remember learning about the "Nitrogen Cycle" in junior high school (and giggling about "organic residue"). Most industry veterans would say DRTV definitely behaves cyclically. So, why not look at a successful DRTV campaign like we did nitrogen those many years ago?

Tip: View this lifecycle generally for a majority of short-term hits (e.g., a lifespan of less than two years).

The Ramp-Up

Perhaps it takes a month or two, but as much as \$250,000 in media per week can be spent on a hit spot, and as much as \$1 million in media per week can be spent on a 30-minute infomercial.

Testing

Seasoned DRTV marketers might have a better success ratio. Still, we are all subject to the reality that 10 percent of infomercials and, perhaps, as low as 3 percent of spots actually generate a profitable response.

Creative Production

Depending on time, length and format, creative production can cost anywhere from \$15,000 to \$450,000.

Product Sourcing

Savvy marketers, years of experience and the most creative management teams can't replace the need for products that solve a problem, have a "wow" factor and just plain cause excitement.



Retail

Once a show has been ramped up on TV for a solid four to six weeks, retailers are primed and distribution can be very widespread. Most veterans say you can expect at least 5 units to be sold at retail for every unit sold on TV, and in some cases, the ratio can be as much as 20:1.

Outbound Calling

Inquiry conversion efforts are essential for some campaigns, while marketing to a fresh list can really increase the value of a media dollar. Outbound telemarketing is one of those potential cash cows that every DRTV marketer should consider.

Third-Party Partnerships/ Distribution

A hit campaign opens up all kinds of doors, and the back-end opportunities can be lucrative. Your product can become an upsell, an insert, a premium or more. All of these opportunities funnel supplementary dollars into your pocket.

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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. We are now excited to announce our transition from TEST Marketing Group to Take 2 Direct, specializing in bringing your vision to screen with unparalleled creative production, taking your product to market and managing all the details in between. As 2004 unfolds, Take 2 Direct will continue to bring "From the Lab" to *Response* readers with as much expertise and curiosity as ever. 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.

