

Creatively Targeting Your Target Audience

A few years ago, the team behind *From the Lab* produced a commercial that was a reasonable success. We spent in excess of \$100,000 per week in media, and generated better than a 2-to-1 media ratio.

The success of the TV campaign led retail buyers to want to carry the product in their stores. Within 12 months, the product generated around \$30 million in revenue.

The interesting thing about the product's success was the fact that 90 percent of the media spending was done on the Food Network. In other words, the commercial would have been a total bomb, losing money instead of making a nice profit, if it weren't for Food Network's viewers absolutely loving the product. We didn't think much about it at the time because we were just glad that we had produced a successful commercial and the client made money.

Today, as we obsessively contemplate ways to make commercials more profitable, it occurred to us that perhaps custom tailoring spots for individual TV networks might be a great idea. Currently, this is merely a theory. But, based on all of our testing experience, we believe that customized ads for specific media outlets may have as much as an 80-percent chance of being viable.

For example, think about creating a spot specifically for DIY, the Do-It-Yourself Network. It might be similar to this:

Attention Do-it-Yourselfers! Are you tired of trying to figure out how to fix leaky faucets and toilets without having the proper tools or instructions? Well, not anymore! This professional do-it-yourself company has just invented a revolutionary faucet and toilet fixer with fantastic, easy-to-follow instructions that make doing it yourself fun and easy.

If you are watching DIY today and you like to "do it yourself," pick up the phone and call the number on your screen (1-800-



DOITYOURSELF) or log on to www.doityourselftoiletfixer.com and order your risk free trial today! But wait, we aren't done yet! For the first 100 do-it-yourselfers who call now, we will include this handy fixing manual absolutely free. Call now.

You get the point. Be more specific and address the captive audience in your commercials. Who knows? You just might hit that station that could make or break your campaign. ■

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.

