

Next Topics? It's the Readers' Choice

From the Lab has been featured in *Response* for more than three years now, always bringing you the most current and sought-after information that one page can provide. There's really nothing better than addressing topics that people rarely think about — or perhaps don't want to think about!

There have certainly been times when "From the Lab" has stirred the proverbial pot. Everything the Take 2 Direct staff has brought you has been from a sincere interest in improving the DRTV climate and increasing profitability for readers, be you inventors, marketers or vendors.

This month, Take 2 would like to give you the opportunity to tell us what you want to hear about for the next six or seven issues, and we'll chase the information as best we can. We are breaking the possible topics down by category, and all you need to do is E-mail your vote for one choice under each topic to Take 2's Betsy Sanz at betsy@take2direct.com or *Response* Editor-in-Chief Thomas Haire at thaire@advanstar.com. Please title your E-mail "From the Lab Topic Vote" in the subject line. All votes will be completely anonymous! Thanks in advance for your response, and may the most interesting, least-talked about topics win!

- 1) **MEDIA**
 - a. Undercover: how to get more make-goods and no-charges from your media company
 - b. Encoding: what it is and how it works for you
 - c. The difference between per-inquiry and guaranteed payout
- 2) **TELEMARKETING**
 - a. When to use live shared-order takers, live dedicated operators or interactive voice response (IVR)
 - b. The truth about overseas call centers
 - c. When to go outbound
- 3) **FULFILLMENT**
 - a. How important is fulfillment to the profitability of your campaign?
 - b. How to manage your own fulfillment
 - c. Understanding international fulfillment
- 4) **RETAIL**
 - a. Understanding markdown money and dilution
 - b. Big Box vs. Mom-and-Pop (a.k.a. National Cable vs. Broadcast)
 - c. How to outsource retail
- 5) **PRODUCTION**
 - a. What creative format is best for your product?
 - b. How important is talent in your production?
 - c. Creative content vs. the call-to-action (CTA)
- 6) **CONTINUITY**
 - a. Getting to your breakeven: can I still make money at a 1:0.5 front-end media efficiency ratio (MER)?
 - b. 30-day vs. 60-day continuity programs
 - c. Your continuity kernel: what it is and how to maximize it
- 7) **WILD CARD**

Choose anything not offered above. We will choose the one we think is most intriguing!

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.

