Is It True? Yes — Prevention Does Not Sell On TV

ow many times have you heard the statement, "Prevention does not sell on TV"? How many times has the response to that statement been, "Yes, but my product is different. It is so unique that it will sell millions and millions on TV, and I'm going to prove it."

There is always an exception to the rule. The exception is what makes you second-guess yourself when you're trying to make that very important decision on whether or not to produce a commercial and sell your product on TV. You hear things like: "This product is different. It doesn't conform to the traditional rules." Of course, those are the rules we have proven time and time again in this fickle business of selling products via DRTV.

"Yes," you say, "the product is somewhat preventative, but everyone will want to buy it." That may be true, but we are here to tell you that "they" — the average American consumer — probably won't want to spontaneously pick up the phone and call to order *right now*.

Ask 10 industry experts and you will find out that it is almost unanimous that prevention products do not sell on TV. It doesn't matter what the category of prevention is either — it could be the coolest new lock for your door to prevent burglary; or in 1999, you could have had the best solution ever for a Y2K preparedness kit; or perhaps you have a simple product that helps in preventing the problem of water damage and mold in your house; or maybe you even have a product that prevents you from losing your hair in the future. Unless the consumer has suffered from a burglary, saw a Y2K bug come to fruition, had a horrendous mold problem or already started losing his hair, they won't buy it.

Here is some sage advice — save your money from DRTV and invest it in marketing your product via print or through national retail distributors. If your product doesn't somehow make a consumer look better, feel younger or live longer; if it doesn't make a consumer's life easier in some significant way; if it doesn't make a consumer more money or say, "Wow! I have to try that," — chances are it isn't suited for DRTV.



In other words, if your product doesn't appeal to greed or vanity, it will be tough to make it work on TV. Dissect any successful infomercial product and you will almost always find it appeals to greed or vanity. The Monster Super Long XXL driver lets you hit the ball further. The Banjo Minnow lure tricks fish and helps you win the fishing tournament. Carleton Sheets gives you, an ordinary person, a chance to make millions.

Turbo Jam helps you burn up to 1,000 calories per workout so you can lose weight and look and feel younger.

We always look to push the envelope and reinvent this business. But any DR expert will think twice before recommending an infomercial to anyone with a prevention product. The overwhelming odds are that such a show will bomb.

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.

