

Direct Response Television

Doing more than just slicing, dicing and making mounds of julienne fries

Have you been afraid to add Direct Response Television (DRTV) to your media mix? Afraid that your brand would become associated with some of the (admittedly) cheesy commercials and dubious products labeled "as seen on TV"? If so, you'll be glad to know that the benefits of DRTV can be leveraged by marketers of the world's most respected brands, without a whiff of brand erosion. It just has to be done right.

DRTV as a brand ambassador

At Targetbase, we've moved far beyond the typical way of executing DRTV. Our strategic creative philosophy strives to integrate the client's current brand position with a strong call to action. So the execution works as hard at building the brand conceptually—in line with the general advertising—as it does at driving response from consumers.

DRTV ads must entertain, create interest, be memorable, and tell the benefit story in a new and unusual way, in order to cut through the clutter of 200-plus TV channels and stay the hand of the itchiest remote-control clicker. At the same time, DRTV can and must be an extension of, and ambassador for, your brand, to secure long-term success while driving immediate response.

And response, of course, is why you would want to do DRTV in the first place. DRTV can sell plenty of product, drive consumers to your web site, create a healthy in-bound call volume, generate trial of new products, and much more.

Upholding this strategic standard sets Targetbase apart in the marketplace and guarantees our clients' continued success in the medium.

The DRTV Edge

Here are actionable insights showing some advantages DRTV can deliver:

- **DRTV can be generated directly from your existing commercials.** What better way to integrate your advertising and protect your brand image than to take your existing general agency concept and stretch it into a 60-second DRTV idea? Or, take an existing 30-second general agency spot and use—or shoot—extra footage to create a 60-second DRTV spot.

- **DRTV media time is roughly half as expensive as general TV ads.** Networks always have time slots they can't sell. As a result, they're willing to sell DRTV spots at a discounted rate to ensure their schedule gets filled. So as long as your commercial has a bona fide offer, you qualify for a DR rate and can buy a 60-second spot for about the price of a :30.
- **DRTV allows for response and tracking.** Since consumers must call or go online to receive the offer, you can track which channel they came from. In the instance of phone call response, assign a different toll-free number to each network on which the spot runs. This tells you which channels the target is watching—and which they're not—and you can shift the budget from lower-response channels to higher ones, maximizing the effectiveness of the overall media buy.

But wait, that's not all...

Call Targetbase toll-free at 866-506-7850 right now, mention this article, and we'll send you a demo reel of our hardworking DRTV spots absolutely FREE. This collection of timeless spots will leave you wondering why your agency hasn't been able to showcase your brand while driving results in quite the same way.

