

**Background:**

Our client is a consumer package goods (CPG) company whose laundry additive brand needed a rescue in retail sales. While the brand had no real competition in the marketplace, it also had very little market share due to a lack of consumer awareness and knowledge of the product's benefits. The identified target audience was females 18-54, and more specifically, working women. The client wanted to use television as a medium to build awareness and educate while driving consumers to national retail outlets to purchase and increase overall sales and market share.

**What we did:**

A DRTV test strategy was developed that capitalized on the efficiency of DRTV buying disciplines. The campaign focused on a longer length 60 second creative which would provide additional time for a product demonstration to educate customers. We incorporated a call to action that offered a dollar-off coupon that could be redeemed at retail outlets where the product was sold. This would drive consumers to retail outlets to purchase and create an additional tracking mechanism to analyze both campaign and TV station performance.

**Results:**

The 6-week DRTV test flight was a huge success! The weekly DRTV test budget was only \$40,000-\$50,000, less than 60% of a traditional branded campaign budget. By utilizing DRTV buying and performance tracking disciplines, we were able to far exceed the client's goals and saw a significant lift in retail sales. The long term effect was not just a short term increase in sales, but a wealth of new customers that became brand loyal and created long term revenue and product sales growth.



The client's retail sales grew quickly during the DRTV media flight.



**Brand enhancing DRTV  
that drives results.**