

**Background:**

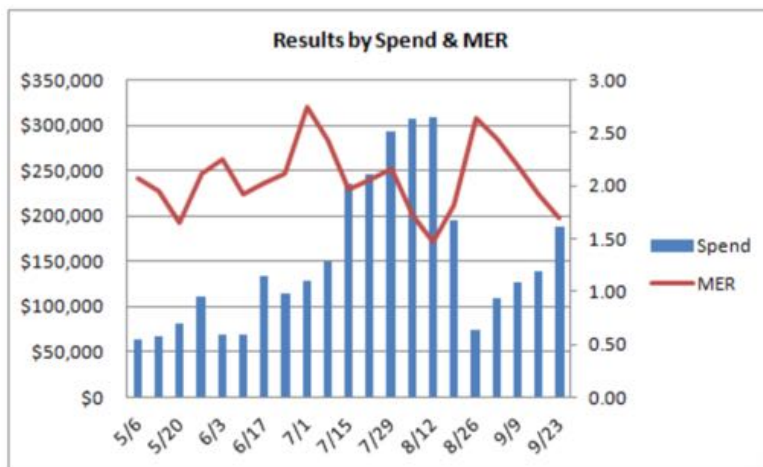
Having successfully ran many DRTV campaigns in the past, the client had an established and well known cookware brand and was looking to expand their customer base by reaching a new audience. All of their past success were with long-form creatives and they had trouble cracking the short-form market. The challenge was to create a strategy that not only reached new customer to increase order volume, but also allowed for time to educate the consumer about why our client's products were unique. The lack of time for consumer education was identified as a key reason why past short-form initiatives had failed.

**What we did:**

We recommended to the client that they utilize an 5-minute DRTV short-form creative. This would allow for extended customer education time, but also allow the client to expand their reach to new customers. This was because short-form opened up a much larger pool of TV stations the client could air on, as well as extending into new daypart on stations that worked for their long-form campaigns to reach a new audience. The campaign was designed against the goal of a phone only MER of 1.7.

**Results:**

Initial test results were very promising, so based on our recommendation, the campaign was moved into a very controlled rollout. We carefully balanced expansion on a weekly basis as risk dollars so we were able to grow the campaign and increase budget without lowering results below our MER goal. Through our process, we were able to grow weekly spend to \$300,000 a week all while exceeding the client's 1.7 MER goal.



Spend was increased incrementally while still maintaining the 1.5 MER goal weekly.



Brand enhancing DRTV  
that drives results.