

The DRTV Times

TV ADVERTISING THAT PAYS!



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CONCEPT MEDIA ENDEAVORS WITH JOURNEE CREMES

Celebrity Host, production management and creativity set new precedent!

By M.T. Waye

Concept Media recently launched its most aggressive infomercial campaign to date. Together with Journee Cremes of Calabash, NC, Concept Media wrapped post-production for a 30-minute infomercial highlighting Journee health and beauty products.

"Our efforts with the Journee folks highlights a new era for Concept Media," said Ron Perlstein, Executive Producer of Concept Media.

"Not only do we have a infomercial that overwhelmingly meets our objectives, but we've got a new signature product that'll serve as Concept Media's calling card."

Journee Cremes are specially formulated glycerin health and beauty products produced under the strictest manufacturing protocol. They deliver unique results to skin and personal health.

Concept Media shot on location in Calabash, NC proving its ability to provide quality and service

no matter how far away from home.

"It was exciting to meet the challenges of shooting on location so far from home," remarked Michael Hopkins, a Concept Media producer. "We met local crew and learned that the

"...we've got a new signature product that'll serve as Concept Media's calling card." – Ron Perlstein, Executive Producer.

right combination of motivation and flexibility can provide fantastic results for a great shoot."

Soap Opera celebrity, Jackie Zeman of General Hospital hosted the 30-minute commercial.

Using celebrity talent was deemed critical in credibly reaching the obvious audience for a line of health and beauty products. Using a television professional like Zeman also facilitated a smoother production.

"Jackie Zeman was a one-take wonder!" exclaimed Perlstein.

MEDIA BUYING: MANAGING YOUR DRTV SUCCESS

By M.T. Waye

You've got a great product, a great TV commercial, what else do you need except paying customers, right? If only it were that easy!

No amount of DRTV success can be credited without on-going media buying management. Media buying is a sophisticated and strategic effort requiring supreme market analysis and instincts. It's about buying the best commercial airtime.

A well executed media buy can easily translate into exciting returns for investors. Concept Media has carefully engineered a strategic methodology to win optimal success for its clients.

Ron Perlstein, Executive Producer of Concept Media developed the **Media Strategy Evaluator™** to generate rewarding returns for his clients.

Using a clever point system, Perlstein's innovation permits the ability to provide profiles on the best media buys while carefully balancing client budgets versus real value.

Each airtime can score 60 possible points. 35 points are required to warrant a buy and 40 points or better is considered an excellent buy.

Perlstein factors in a combination of variables that drives his clients' products to success:

- 1.) **Station Strength** – based on viewership and station accessibility. The Big Three (ABC, etc.) are strong.
- 2.) **Total TV Households** – how many houses a network reaches affects cost of media.
- 3.) **Cost/1000 Households** – cost is based on market and audience reach.
- 4.) **Value of Time Slot** – morning airtimes on Saturday and Sunday win big audiences but cost more.
- 5.) **Lead-In & Lead-Out** – what airs before and after a desired time slot affects cost of media buy.
- 6.) **Seasonal Values** – Holidays mean \$\$.

DRTV GLOSSARY – DEFINING INDUSTRY TERMS

Defining Direct Response TV concepts enables informed choices for investors

AFFADAVIT – the document TV stations and cable network sales departments create and send their agency clients confirming their allotted commercial run times and specific prices paid.

AIRING – the broadcast of an infomercial in a specific time slot.

AIRTIME – media time periods a network or broadcast station has available for the placement of infomercial.

CLEARANCE – a term used by short-form media buyers to indicate what portion of their media order in any day, week or campaign was actually broadcast.

DAYPART – refers to the various multiple hour segments of television's 24-hour broadcast day.

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