

Myths & Truths of DRTV

By Doug Garnett, President, Atomic Direct

Myth: DRTV is seen only by midnight munchers and insomniacs.

Truth: Most DRTV advertising airs between 5 am and 11 pm.

Myth: No one I know watches DRTV.

Truth: Over 60% of consumers watch DRTV. Why? We give consumers the info they need!

Myth: TV buyers live in trailer parks.

Truth: Research shows DRTV viewers cross all demographic & lifestyle categories.

Myth: Success in DRTV requires direct sales.

Truth: DRTV is advertising. So it drives the biggest profit at retail. Some DRTV advertisers don't even try to sell on TV!

Myth: Brands don't use DRTV.

Truth: Rubbermaid, Sharper Image, Sears, Hamilton-Beach, AT&T, DuPont, AAA, Disney, ...(need we say more?)

Myth: When you use DRTV, you join Ron Popeil and Tony Little's club.

Truth: You could if you wanted to! But we wouldn't work with you.

Myth: Your creative options are the following: Yell & sell, yell & Sell, Yell & Sell.

Truth: Luckily, Atomic's award winning creativity gives brands the sell — without the yell.

Myth: Only mass market products work on TV.

Truth: Hmmm. A successful 5-year TV campaign for the Drill Doctor — a \$100 tool that sharpens \$.50 drill bits. Talk about niche success with DRTV!

Myth: DRTV success requires a 300 pound ex-pugilist or a former actress.

Truth: Don't worry about celebrities. Atomic makes your brand the celebrity.

DRTV is the new fuel driving the retail market. Housewares, hardwares, electronics, recreation and even consumables thrive when DRTV is their communication powerhouse.

Why? DRTV is cost effective so that small and large companies alike can now advertise their products on TV. And DRTV offers superb communication including the demonstrations critical in many product categories.

Unfortunately, many brands let myths keep them from using DRTV.

Use the Truth

Atomic Direct knows the truth. DRTV can put you in control of your retail future and put your sales over the top. Atomic is a DRTV agency/think tank specializing in retail campaigns for major brands. Our clients succeed because we craft campaigns from retail & advertising savvy, DRTV experience, and street-smart salesmanship.