

Building Brand with Direct Response Television



*Freeing this Powerful Modern Medium
from the Shackles of Yell & Sell
and the Misperceptions
of Traditional Advertising*



by Doug Garnett

Building Brand With Direct Response Television

Richard Cross, Janet Smith



Building Brand With Direct Response Television:

Building Brand with Direct Response Television Doug Garnett, 2011-09-01 If you think carnival barkers are synonymous with direct response television think again In the early 1990s Doug Garnett and a small set of advertising pioneers recognized that DRTV could do much more than sell gimmicks on TV that it could be powerful advertising for brands Valuable lessons from nearly two decades creating many of the most successful brand and Fortune 500 DRTV campaigns have led to this unique book Building Brand with DRTV examines the critical strategic and tactical issues for this underutilized advertising medium and delivers powerful information from cover to cover Inside you ll learn The key strategic role DRTV can play in a marketer s advertising mix How DRTV turns brand television into a measurable medium How to identify products on the shelf that can turn into retail superheroes with DRTV Tips and Tricks for succeeding with DRTV leveraging research choosing an agency and guiding creative development And at the core you ll find Doug Garnett s secret weapon the Six Degrees of Brand DRTV that leverages the total power of DRTV In this age of new media ad agencies often promise big results then under deliver But Building Brand with DRTV puts you in control of your brand s future with the advertising business s proven game changer

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