

"Why" Long Form DRTV? The Business Case

Why did brands invest an estimated \$1-Billion+ in Long Form DRTV media during 2013?

And **why** do forward-thinking CEOs and CMOs consider the Long Form show as a strategic competitive advantage against segment rivals? Script to Screen reflects the primary reasons in this 5-point Business Case.



Why Long Form DRTV?

Long Form shows are 28.5 minutes of compelling customer engagement, hooking-and-holding audiences in "the theater of time."

Unlike intrusive TV spot image advertising, Long Form shows accumulate an audience from a continuous parade of channel surfers who opt-in due to product interest and the promise of the problem / solution. The adage "tell more, sell more" is its primary operating principle, much the same way as with personal selling and telemarketing – creating a relationship of brand trust. The audience watches out of engaged self-interest and the Long Form format provides enough precious time to deliver what no other advertising method can:

- Fully educate customers
- Communicate all features, benefits and the USP
- Exhibit diverse and dramatic demonstrations
- Showcase real user testimonials
- Deliver proof of claims and promises
- Provide a compelling offer and value proposition

The result is a 1,710 second marketing engine of pure selling-and-branding power with the ability to drive measured ROI success in achieving diverse objectives.

The 28.5-Minute Theater Delivers Optimal Results: "Tell More, Sell More"

Long Form DRTV can achieve several strategic objectives, including:

1. New product introduction
2. Extend a product line
3. Revive an under-performing product
4. Create or expand a category
5. Independent profit center – reach specific sales performance goals
6. Self-liquidating Direct Sales – break even or profitability
7. Generate pre-educated, highly qualified leads at low Cost Per Acquisitions
8. Drive retail traffic and sales (creates 3x to 10x DRTV sales)
9. Drive web traffic & conversions (60-70% of responses click online)
10. Increase brand awareness and comprehension
11. Differentiate your product
12. Optimize media ROI and performance
13. Expand customer base
14. Engage customers and build relationships
15. Extend lifetime value of customers
16. Lift effectiveness of all sales and marketing channels
17. Become a powerful competitive advantage
18. Deliver robust, repurposed video assets for use in social media channels

Generate Direct Sales, Qualified Leads, and Retail Lift through Multiple Uses

Unlike TV spot image advertising, every dollar invested in a Long Form DRTV campaign is measurable and track-able based on its objective to generate sales, create leads and/or lift retail. Media airings are measured by multiple metrics, depending on campaign objectives:

- Cost Per Call
- Cost Per Lead
- Cost Per Acquisition
- Cost Per Order
- Cost Per Click
- Media Efficiency Ratio (MER)
- Retail Lift (measured at POS)

Delivers Precision ROI Accountability and Analytics

Sophisticated Long Form media analytics deliver next-day feedback depicting comprehensive reporting on each telecast. Detailed analysis renders a precise picture of performance based on show placement, time of day and week, unique testing of creatives, telemarketing vendors and scripts, and source attribution from 800 numbers and the Web. The result is the most comprehensive accountability in the world of advertising.

Since 1986, Script to Screen has created over 600 DRTV campaigns spanning virtually every category. The following are segments where successful Long Form DRTV shows were the chosen marketing solution:

- Automotive
- Beauty & Skin Care
- Business Opportunity
- Education
- Entertainment
- Financial services
- Fitness
- Housewares
- Golf
- Pharmaceutical
- Personal health
- Publishing
- Sports
- Services
- Technology
- Telecommunications

Proven Success Model Across Multiple Segments

One of the fundamental attributes of a Long Form DRTV show is the use of real customer testimonials who enthusiastically share their positive experience of the brand and product. These "enthusiasts" are virtual brand ambassadors who connect emotionally with the audience, and provide many of the reasons to believe the claims and promises of the brand and product.

Because of the long time engagement, a show weaves a credible brand story of authenticity and product embracement, as experienced by real people using the product. No other advertising venue delivers such a robust brand storytelling environment. And because real customers "tell the story," the ROI results are optimal with customers doing much of the "selling."

Authentic Brand Storytelling via Enthused Testimonials

Trust Script to Screen: *the Business Case*

Script to Screen is a *Strategic Response Agency*. We provide top-tier creative and production with integrated Campaign Management solutions for every service required for Long Form and Short Form DRTV marketing campaigns. Our distinctions are *unmatched experience and unrivaled results*.

Unmatched Experience

We have created hundreds of the **most successful Long Form Shows and DRTV campaigns in history for big brands and emerging brands**, including: *Bose, Pfizer, GM, P&G, AAA, Rosetta Stone, Oreck, Cuisinart, Soda Stream, Conair, Sears, Rubbermaid, Black & Decker, Braun, Kraft, Sharp, Taylor Made, Dremel, Bosley, Aero, bareMinerals, Philosophy, Nutrisystem, Jenny Craig, Tria Beauty and many more*. Some have generated over \$200 million in sales.

Unrivaled Results

Since 2008, we've placed 61 winning shows on the Infomercial Monitoring Service Top 100 charts – 3 to 4 times more than any other company.

Let's Talk Direct

Call 800.453.0003 and learn how to take advantage of the selling-and-branding power of a 28.5-minute Long Form show, and how it can become a high strategic advantage for your brand.