



## Building Brand with Direct Response Television

By Doug Garnett

Atomic Direct, LTD. Paperback. Condition: New. 134 pages. Dimensions: 8.9in. x 6.0in. x 0.5in. 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...



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