

# Hitting the Target with Print

Can print land more targeted buyers and boost your DRTV product? Some say 'absolutely.'

BY DOUG MCPHERSON

*Editor's Note: In May, Response presented a feature on transitioning a product to print when it was exhausted on direct response television (DRTV). This article examines how print can boost an ongoing DRTV campaign.*

Instead of thinking of print advertising as a lifeline to rescue a shriveling TV campaign, think of it as sunscreen — use it before you go out on the water.

Print pros will tell you that print advertising certainly wields the power to save a dwindling TV campaign, but they also say it can help pave the way to better sales from the campaign's start. Marianna Morello, president and CEO of Manhattan Media Services Inc. in New York, says DRTV advertisers should view print as an additional marketing arm to their TV campaigns.

"The TV-print synergy is the ideal foundation for direct marketing, and it's been work-

ing for years," Morello says. "DR marketers can sell a wide variety of products by backing up TV ads with print media buys."

Morello will often recommend a total media strategy that uses all phases of marketing: TV, direct mail, catalogs and print inserts.

Brett P. Benning, CEO of STG Media Corp., a print media placement agency in Phoenix, says print is a vital marketing component for DRTV products. "Would you rather sit on a one-legged chair or one with three or four?" he asks. "Print offers great support for DRTV."

One key reason both Benning and Morello say print makes a nice partner for TV is that print ads give instant credibility to the product — oftentimes because of the publication where the print appears.

"When someone is sitting there reading their favorite magazine — the magazine that they've been reading for years and have grown to trust — there's an automatic implied endorsement that lends credibility when they see an ad in that publication," Benning says. "Magazines and other publications can legitimize a product."

Morello adds, "People grow to love their magazines and that translates to the ads in those magazines."

And print folks also say print can extend the life of a campaign. People don't record infomercials and set the tape on the coffee table, but they often do keep their magazine around the house.

"There's a longer shelf life for print," Benning says. "Our DRTV clients love it when those unexpected orders come in three months later." He says that means marketers get a better return on their investment with print.

"Plus, a print ad is tangible," Morello says. "They can study the ad and it has a much longer impact and impression on the reader. Three months later, you'll still see responses from print ads."

## Focusing on the Target

Experts say print can help in other ways, too. Chief among them: print targets particular consumers.

Nancy Lazkani, president and CEO of Icon Media Direct Inc. in Sherman Oaks, Calif., agrees with Morello and Benning about print advertising being an effective way to create an additional stream of revenue in conjunction with DRTV. "Print can work hand in hand with a television campaign by reinforcing the brand's awareness and credibility."

Lazkani believes a key benefit of print is that it has very specific interest publications which allow the marketer to speak to a "small but concentrated" consumer base. "With the added reach and frequency, the marketer can cover both ends of the spectrum with large and small audiences across two media," she says. "TV usually targets a broader base of audience and, when purchasing a specific product in DRTV, the product usually has a better chance of success if the product has mass appeal. However,

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## Making the Transition from DRTV to Print Equals Success at Retail

By Marianna Morello

DRTV as a direct advertising medium has grown to be one of the most successful ways to launch a product. But direct response print can help take that product to another level. Let's take a first-hand look at a great success story: Bikini Touch and Finishing Touch.

IdeaVillage's Andy Khubani brought these products to market. When asked what type of budget was planned for DRTV on each of the items, the response was staggering: Bikini Touch — \$7.2 million spent to date; Finishing Touch — \$51.5 million spent to date.

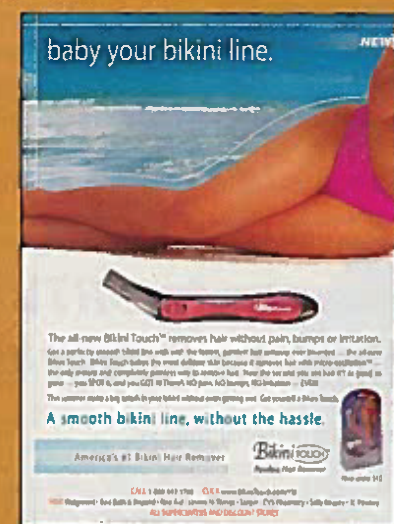
While these numbers are hefty, more spending usually means, "We've got a winner!" After reviewing the DRTV spending, Manhattan Media introduced a print component to the campaign. With four-color, full-page ads in publications like *Good Housekeeping*, *Ladies Home Journal* and many others, Finishing

Touch has built a true respect for its brand.

That's right — a brand, built completely from direct response marketing methods. What does all this add up to mean for this brand? It brings extraordinary results at retail!

These combined campaigns have made Finishing Touch and Bikini Touch a household name, recognized by all, just like Schick or Gillette.

How was this accomplished? With DRTV acting as the



Print ads bring DR products, such as the Bikini Touch trimmer, to a new level of credibility and retail recognition.

poltergeist of each product, the coordination of the print effort gave these products stronger retail recognition — the strong retail sales that follow are a direct result of extensive DRTV and print running as a blitz campaign! Outdoor advertising was also put into the mix to add even more to the retail approach.

Remember one very important fact: When a consumer product has been promoted on television and in a nationwide print campaign, its retail aftermarket potential is enormously enhanced. The consumer is familiar with the product, has been educated about its use and is now ready to purchase it.

The secret of adding print to your DRTV campaign seems to still add up to the same old thing: DRTV + Print = Retail Success.

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