

Objective

Beat the current DRTV spot, which had been the control position for over 12 years.

Target Audience

The Senior Market, specifically adults 65+ who need incontinence supplies on a regular basis.

Challenge

The marketing model is built around DRTV spots that cost-effectively generate well qualified leads that are converted to high value, long term customers.

VGD needed to draw the attention of the target audience on a sensitive subject without embarrassing the viewer.

The client had used SAG Union Talent and was paying significant usage fees each year. Reducing this cost would enable them to make better use of those funds.

Solution

The VGD team developed and produced a DRTV creative that employed the following critical elements for success:

- Utilized a “slice of life” creative format to portray the target market in an active, positive light.
- Used Non-Union Talent in the new spot.
- Stayed true to the “what’s in it for me” principle of direct response by focusing on the discretion and privacy associated with home delivery.
- Reinforced the convenience factor of the subscription service, which produced a stronger lifetime value.

Results

- The new spot won and was rolled out.
- The new spot aired at double the budget of the previous year, generating a CPL that was 20% below the control’s performance the prior year.
- The switch to Non-Union Talent saved the client \$175K a year in talent usage fees.



“We hired Value Group Direct to beat our 12 year DRTV control because we were impressed with their expertise and passion for our business and the senior market right from the start. They quickly became a valuable extension of our marketing department, bringing more to the table than anyone expected. Not only did we benefit from having seasoned agency talent on our project, but we benefited from the strategic recommendations made for both our DRTV program and our Direct Mail programs. The Value Group delivered more than just DR advertising solutions; they delivered true business building solutions with an eye towards profitable results.”

Elizabeth Kirkpatrick, Customer Acquisition Marketing Manager.

