

# ELECTRONIC RETAILING®

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## ON THE AIR

### NordicTrack Skier Storymercial Has Customer Appeal

The producers at Script To Screen, Santa Ana, California, have created an all-new infomercial for the NordicTrack Skier, which places a new light on the company and its popular exercise product line. Designed to warm up NordicTrack's

The plot follows the customer's transformation from a curious customer to a satisfied, fit-and-trim owner of a NordicTrack Skier.

"NordicTrack came to us looking for a new approach," says Ken Kerry, senior vice president and creative director of Script To Screen. "We felt they were being too modest about just how customer-oriented they are. Customer service is what separates NordicTrack from the plethora of other exercise product manufacturers. Most people don't realize that when you call NordicTrack's 800 number, you aren't just calling a telemarketing service. You are actually reaching a trained fitness consultant at the NordicTrack headquarters in Chaska, Minnesota."

Script To Screen's theme, *A Day in the Life of a*

*NordicTrack Fitness Consultant*, worked on several levels for the company. "The format answers a lot of the objections and questions that viewers have when they call the first time," explains Kerry. "We did some research and found out what those objections were, and directly addressed them within the infomercial. Some of those inquiries were: 'Can I afford it? Can I do the exercises? Will I keep doing it?' By answering those

questions up-front in the show, we eliminated a lot of inquiry calls and increased the number of qualified calls by actual buyers. This lowered the cost-per-order for NordicTrack."

The show tested in the Northeast before its national rollout in April. As with other NordicTrack infomercials, several models are shown. The price range of \$399 to \$1,599 is provided to emphasize the variety and affordability of the product line.

The storymercial format has worked for other exercise equipment manufacturers, including ProForm and Soloflex. But Script To Screen producers feel that their approach is different. "We really respect the work that others have done with the format," Kerry states. "But we feel that our approach is unique because it truly sells the product from start to finish. It accomplishes more than simply keeping the viewer interested until the commercial storyline is concluded."

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Brett Bush is a Los Angeles-based writer.



Script To Screen created a new "storymercial" approach for the NordicTrack Skier.

image, this new approach veers away from the statistic-laden infomercials the company has run in the past.

The show emphasizes the people on the other end of the phone—"fitness consultants"—who answer the initial calls and provide ongoing customer service. Using a "storymercial" format and a fantasy element, a customer is magically transported into the television to interact with a NordicTrack consultant.