December 1996

ResponseTV

1997 TV Products Directory

A guide to the past year in DRTV

More than 500 infomercials made their debut in 1996, and even more DR spots hit the airwaves. But as in previous years, only a small percentage could be considered successful. This years's directory of TV products includes not only infomercials and spots that debuted successfully in 1996, but those that had the staying power to carry over from 1995 and earlier.

This listing section does not include all of the shows and spots that hit the air, only the ones that *Response TV* was able to gather enough information about to offer meaningful statistics.

TOP 100 Banjo Minnow Fishing System

Description: Fishing lure system
Commercial Length: 30 Minutes
Price Point: $29.95
TV Start Date: 3/96 (still running)
Ad Agency: Cannella ResponseTV/ Williams Worldwide Inc.
Producer: Script to Screen
Marketer: Tristar Products/Banjo Buddies

Product Spotlight

Sports and Outdoors

BANJO FISHING SYSTEM

Ad Agency: Cannella Response Television/ Williams Worldwide Inc.
Production House: Script to Screen
Manufacturer/Marketer: Tristar Products/Banjo Buddies
Fulfillment: Fosdick Corp.
Telemarketing: Matrixx Marketing Inc.

Following on the heels of successful fishing shows of the past few years, the Banjo Fishing System, marketed by Tristar Products and Banjo Buddies, has finished out 1996 with some significant accomplishments. The show, which offeres natural-looking fishing lures, won two awards at the October NIMA International convention in Las Vegas: best infomercial call to action and best demonstration show. Approximately $10 million has been spent on long-form media since March 1996. This product is also marketed through continuity offers and catalogs.