

1998 Edition

# The Brand Marketers Guide to **DIRECT RESPONSE** TELEVISION

Client: **Sanyo**

Product name: **CordFree Collection**

Production/Creative: **Script to Screen**

Media: **The Media Team (TMT)**

Fulfillment: **Fulfillment House**

Telemarketing: **TSI**

Launch date: **November 1997 to present**

Product name: **Transformax 3 in 1**

Production/Creative: **Script to Screen**

Media: **Maximum Coverage Media**

Fulfillment: **Fulfillment House**

Telemarketing: **West Teleservices**

Launch date: **November 1997 to present**



Script to Screen, Santa Ana, Calif., produced two infomercials for Sanyo's new Housewares division, Chartsworth, Calif.: CordFree Collection and Transformax 3 in 1. "Everyone knows Sanyo is a successful and well known electronic consumer retail company," says Tony Kerry, vice president of marketing at

Script to Screen. Kerry continues, "However, their [Housewares] division is relatively unknown."

Therefore, according to Kerry, Sanyo is utilizing the infomercial format to create brand awareness.

"The response has been phenomenal," says Bill Mayhew, vice president of marketing and deputy general manager for Sanyo Home Appliances. "As a matter of fact, we are planning on re-editing to a shorter version of the commercial. And in the fall we are going to come back bigger with a 30-minute infomercial and a one-minute version and possibly a two-minute version."