

# IMAGE-PROMOTION or DRTV-MARKETING?

International award-winning advertising credits versus success stories and distribution of dividends.

FROM PROS TO PROS

Imagine sitting in your office. Your agency gives you a ring and congratulates you for being awarded a golden "Advert-Drum", a French "Lion", or an American "Clio." After the call you lean back with legitimate pride and enjoy the anticipation of having soon your very own golden statuette shimmering on the window ledge.

"What's the use of the best, simplest, funniest, nicest, cheapest, most expensive award-winning commercial, if it doesn't sell the product? Nothing!"

**MICHEL KROELL CARRERE**

In that moment your chief financial officer and your sales manager enter. One complains about the exploding advertising and media costs, the other about falling sales figures. The awaited dazzling copper-plated trophy mutates into a destructive dark angel of your balance sheet.

Suddenly something shimmers on your big-screen TV-set. In middle of breakfast shows, the news, talk shows, tv-series and stock exchange quotations, live and in color, here it comes: Teleshopping! Is this the long awaited revelation?

The one of that kind "coming directly from the USA" door-to-door sales strategy, the so-called DRTV - Direct Response Television has conquered the whole world in the last three decades via cable and satellite causing huge home shopping addiction and given the top-product



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manufacturers and resellers turnovers of millions. In Germany alone a sales volume of over 1.6 billion Euro should have been reached by the year 2010. There must be something in it!

Whoever dares, wins. So you pick up your phone and call your agency for a new briefing: *Sports aces will no longer be driven through dry pampas and high-frozen testing roads. Also the „perfect family“ will no longer be chased through absurd non-understable short stories.* No longer thoughts about shimmering golden trophies on window ledges. Now, let's fill up the bank accounts. Product ranges, services, unbeatable *MegaMaxi-Tel-Com* and *Full-Protection Insurance* packages, all what matters is to be packed up right away in effective sale campaigns. That's what the common sense commands us.

But please, no English language

films with non-lip-sync voice-over versions spoken by breathless dilettantes, where the product gets overfilled with tons of telephone numbers and nation flags.

The agency guys, golden trophy in their hands, stare at you with a completely helpless overcharged look.

Advertising costs money. Nothing new. But it costs definitively too much, if the high financial assignment doesn't pay. And which CEO wants to explain to his shareholders why this year there aren't any profit dividends. At least you have as a consolation a small gold plated statue standing on the window ledge.

It's not about IMAGE versus DRTV. *Strategic Combination* is the keyword. The legendary US- comedian Danny Kay once said: "Money alone doesn't make you happy. You also need stock shares, gold, and real estates." This true piece of

knowledge from the fifties is still effective in advertising today.

While the product image promotion is positioning the CI-character within the different medias, DRTV campaigns, combined with properly trained call-center staffs and sales increasing promotions on shopping websites, can lead you with specific product offers to extremely satisfactory turnovers.

If your classic advertising experts react disdainfully to DRTV, in Europe vulgo Teleshopping, then visit: [www.mkctotalmedia.com](http://www.mkctotalmedia.com)

Why? Quite simple! Your golden trophy will continue to shimmer on the window ledge, the shareholders stay happy and the destructive dark angel of balance sheets flows off to your worse market enemy - pardon - to your competitor. What does one need more ...