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Jeff Simmons
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Dear Jeff

We first tested TV as a 'route to market' within our overall marketing mix some 4 years ago. We had at that time already tried radio advertising and that proved absolutely hopeless, so we were more than sceptical as regards the efficacy of TV. We invested some £50k in the production and transmission of a TV advert and ensured we were buying media slots at the right time and on the right stations in order to reach our target audience at times when our call handling system was best able to cope with responses. The call to action prompted response by both phone and to the website. Responses from the DRTV test were sufficiently encouraging (in terms of cost per lead) for us to produce a 2nd advert. This was produced to the same budget and the results improved still further. Since then we have gone on to produce a 3rd advert and a 4th is planned for the New Year. TV has become a stable part of the marketing mix and is hugely flexible as a marketing tool if the buying of airtime is properly monitored/controlled. Our current DRTV spend varies according to our need for leads but typically we spend between £20k - £60k per month. It produces leads in volume and of high quality and in comparative terms TV represents one of our most cost effective lead generators.

Yours sincerely

M A Head
 Marketing Director



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