

SUCCESS STORY

Bissell®

453%

increase in direct sales

STRATEGY:

Produce 30 minute, three minute and 30 second DRTV adverts for key product lines

Promote website and include key retailer logos on advert



SUCCESS STORY

BISSELL®

242%

increase in retail sales response

OUTCOMES:

Combined linear TV and VOD campaigns provide the most effective response

SmartResponse retained DRTV media buying agency **since 2017**

