

SUCCESS STORY

K'ARCHER

£4 MILLION worth of direct profitable sales in the first year

STRATEGY:

Test 12 separate products using 30 minute as-live presenter led infomercial format

Select the most responsive products & create new three minute DRTV adverts for those products

Optimise discounted daytime three minute TV media by station and day of week



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476%

increase in traffic to
product page on website

OUTCOMES:

SmartResponse retained as DRTV creative and media buying agency, working in tandem with Brand TV agency since 2020

Three new products launches per calendar year

'Always On' DRTV strategy since 2021

