

# SUCCESS STORY

## HOMEDICS

**399%**

uplift in direct sales

### STRATEGY:

Produce multiple lengths of DRTV adverts. From 20 second to three minute dependent on product category

DRTV campaigns ran in bursts according to seasonality of the product

TV advert tagged retailers to enhance response



# SUCCESS STORY

## HOMEDICS

**250%**

uplift in retail sales

### OUTCOMES:

Successful uplift in direct and retail sales in key selling period when products supported by DRTV

SmartResponse retained at DRT specialist agency for HoMedics from 2016 to date

