

Predicting the Next Mega-Hit — Is It Possible?

What if you could bypass the huge expense of finding, manufacturing and then producing your next infomercial — would you be interested? Don't forget the hassle and expense of paying for media and setting up telemarketing and fulfillment ... quite an expense to find out your infomercial bombed.

Then, to pour salt in the wound, sometimes the results are close enough to warrant a couple of tweaks and maybe even a focus group or a survey to help you figure out how to make your product successful. What if the focus group says they don't like the host, but you are convinced the host is great — what do you do?

The result is usually throwing good money after bad. One hundred thousand dollars (and sometimes even \$1,000,000) later, you discover the harsh reality that nobody wants your product — at least not via direct response.

If that's not enough to scare you into *not* trying an infomercial, then think of these odds: according to the leading industry experts, only one out of 30 to 50 infomercials produced ever delivers profitable results. However, many people continue to tell me they are willing to risk hundreds of thousands of dollars on a hunch, and even more people have told me that they have a good eye for products and will spend the extra money to hire the best producers and campaign managers money can buy.

Because, after all, "What if I have the next Tae-Bo or Magic Bullet on my hands?"

Take 2 Direct specializes in providing uniquely creative and highly responsive commercials and campaign management. If you want to sell your product and need a company that has the creative vision to drive the call, as well as the practical experience to manage the intricate back-end process, contact Take 2 Direct at (714) 979-5555 and ask for Adam MacDonald at x202 or Kelly Burke at x203.



But wait! Wouldn't you rather spend a few thousand dollars to find out if your product is suited for television rather than a few hundred thousand — and what if you could find out in a few days rather than a few months? What if you could find out with a 95-percent certainty what the outcome would be if you marketed your product via DRTV? Of course, you would want to try it.

How is that possible? It is

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The technology used to create “predictive markets” is being developed and perfected. Predictive marketing will change our industry by applying real-time predictive markets that will deliver nearly instantaneous results, giving you a solid probability of success.

Pharmaceutical companies are already using the technology, and other big branding companies are testing the technology in new product development. More than 40,000 predictive markets have been created and tested, and the results are fascinating.

Predictive markets work much like today's stock markets — people actually spend real money to buy contracts betting on a particular outcome. For instance, (at press time) predictive markets show that there is a 70-percent likelihood that Supreme Court nominee Samuel Alito will replace Justice Sandra Day O'Connor on the Supreme Court.

Here is the dilemma — what do you do if the predictive market tells you that your product has only a 50-percent likelihood of working? You go for it, of course! Those are much better odds than one in 30. If a predictive market told me that my product has a 97-percent chance of working — and, oh by the way, the most responsive price point is \$150 rather than \$179 — I would roll those dice in a heart beat. If the predictive market told me my product only had a 22-percent chance of success at any price, I might think twice about spending money on an infomercial and subsequent series of media tests. ■