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 July 23, 2007

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Growing DRTV Industry Increases Role in Multichannel Marketplace

ERA International

Electronic Retailing Association Research Reveals Traditional Advertisers Embrace Direct-to-Consumer Strategy

Member Resources

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Arlington, VA – According to a recent white paper sponsored by the Electronic Retailing Association (ERA), entitled *The Evolving Role of Direct Response Television in Multichannel Marketing Execution*, direct response television (DRTV) continues to grow as a marketing medium. This growth is attributable to DRTV marketers who are accelerating their adoption and customization of emerging technologies, especially in the interactive sphere. Traditional advertisers are following suit and utilizing the direct response model to improve relationships with their customers.

“DRTV is uniquely positioned to expand its impact on the marketing industry now and in the coming years,” says Bruce Biegel, Senior Managing Director of Winterberry Group.

The recent study, conducted by strategic consulting firm Winterberry Group, was based on interviews and surveys of nearly 100 senior industry executives throughout North America to discern the rationale behind the perpetual success of DRTV. The panel for this study included representatives from “legacy” DRTV marketers (those that have traditionally used the channel as a primary promotional tool), as well as product distributors, full-service DRTV agencies, integrated marketing service providers (those “MSPs” that offer DRTV in addition to other services, such as direct mail), media buying agencies, production companies and a variety of specialty service providers.

The report identifies five leading trends that are actively reshaping the DRTV industry. Most notably the entrance of brand marketers into the DRTV space, the growing use of DRTV to develop and nurture customer relationships rather than merely sell individual products, and the increasing use of DRTV to drive Web and retail traffic.

“The success of DRTV, despite seismic shifts in the media landscape, has yet to significantly damage DRTV because the industry grasps the rules of the new consumer-controlled environment

and has quickly moved to adopt multichannel strategies,” commented Sieglinde Friedman, Vice President of Board and Strategy for ERA.

Winterberry Group also revealed four trends on the horizon that are expected to impact the future of the DRTV industry. These trends include:

- DRTV marketers will accelerate their adoption of emerging interactive channels as marketing models and metrics are refined.
- The focus of call center activity will shift away from inbound order receipt to outbound customer relationship management (CRM).
- DRTV agencies will develop sophisticated marketing solutions to help marketers optimize strategies around Web 2.0.
- DRTV marketers will explore forays into branded entertainment and product placement.

As a member benefit, each ERA member will receive a copy of Winterberry Group’s white paper by mail. Non-member companies or individuals may purchase the study for \$500. To do so, please contact Sigi Friedman at Sfriedman@retailing.org or by telephone at 703-908-1021.

For more information on the Electronic Retailing Association, please visit ERA's website at www.retailing.org.

ABOUT THE ELECTRONIC RETAILING ASSOCIATION

Representing a more than \$300 billion market, the Electronic Retailing Association is the only trade association in the U.S. and internationally for major companies in the multi-channel electronic retail industry, which includes long- and short-form commercials, live shopping channels, the Internet and radio. ERA counts industry leaders like Guthy-Renker, HSN, QVC, ShopNBC and eBay among its member companies.

ABOUT WINTERBERRY GROUP

Winterberry Group is a unique research and strategic consulting firm that helps marketing industry companies increase profits and build shareholder value. Business owners, senior executives, investors and marketers turn to Winterberry Group for unparalleled market insight and the industry’s most comprehensive suite of strategic and tactical business-enhancement tools. For more information on Winterberry Group, please visit www.winterberrygroup.com.

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