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Marcum Media launches Magnassager DRTV campaign

Test Campaign generates high volume of response

Phoenix – Marcum Media, a full service infomercial marketing company, recently launched a DRTV campaign for the Magnassager hand-held massager. The company reported overwhelming consumer demand was found during a test campaign.

Magnassager is a new massaging device that uses rolling stainless steel balls to eliminate deep muscle tension, improve flexibility and strength, and foster improved circulation. The Magnassager compliments standard physiotherapeutic technique for increasing circulation and easing pain. The product is being rolled out in the United States through a long-form infomercial. Magnassager will soon go into production for 60 second short form ads to enhance the campaign.

The ads are currently running on a mix of national cable, broadcast and regional television networks. The product, which sells for \$89.85, is also targeted for retail.

Marcum Media is a full service infomercial marketing company delivering a comprehensive set of integrated professional direct response services. The company offers clients services in creative consultation, positioning, cost analysis reporting, production, media management and brand marketing.