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Lean ABS Campaign Builds Major Media Muscle

Marcum Media Launches successful home gym infomercial

Phoenix – Marcum Media has added home gym to their health and beauty roster, with the launch of the Lean Abs Machine infomercial. The agency will be overseeing all aspects of campaign management, including marketing strategy, media planning, research analysis and profitability reporting.

The lean Abs Machine is unique as it fully stretches and engages the ab muscles. It's small, compact, foldable and transportable. A full body home gym to train all the Major Muscles groups, the Lean Abs Machine is a strength trainer, circuit trainer and an all encompassing body builder.

Marcum Media plans to build the campaign over a period of time with broadcast, regional and national cable media. With hopes to get the product to retail, the mix, reach and frequency of the media will be crucial to Lean Abs success.

A Full service infomercial marketing company, Marcum Media, delivers 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.