Response
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International Commercial Television Inc., a full-service international retail and direct response television marketing company targeting the multi-billion dollar health and beauty industry, announced the national television broadcast launch of the Derma Wand infomercial. ICTV initiated the launch last month on national cable television.

WorldLink and Interep announced that they have formed a partnership that will extend WorldLink's direct response advertising resources to include Interep's 1,500-plus client radio stations. WorldLink will utilize its extensive relationships with direct response agencies to bring new advertisers to Interep's client radio stations.

Atomic Direct, the DRTV agency for the Drill Doctor drill bit sharpener, is airing a new 30-minute infomercial featuring Professional Tool Manufacturing's redesigned product line. Product improvements include greater precision, a more streamlined profile for easier handling and durability and increased ease of use for all models. Atomic's four-year infomercial campaign has helped Drill Doctor surpass the 2 million sales mark. The new infomercial communicates all the reasons to sharpen drill bits and then adds new features including Drill Doctor's QuadCut bit.

Atomic Direct also expanded its staff with the hiring of Noelle Hubler and Trask Rogers. Hubler, the

new campaign manager, is a 10-year DRTV industry veteran with a focus in media buying. Prior to joining Atomic, Hubler worked for industry-giant Tyee and on the Bowflex campaigns at Nautilus Corp. Rogers was hired as account coordinator and is a recent graduate in the School of Journalism from the University of Ore. He worked as an account coordinator at Cawood, a PR and advertising agency in Eugene, Oregon. Also, Krista Barwick was promoted to business development associate and will head Atomic's new business ventures.

Portland-based visual effects shop ADi is cooking up success with its recent work on two new frying pan TV spots for the multi-layered Farberware frying pan and the new DuPont Radiance frying pan. Portland-based production company Atomic Direct hired ADi to create the visual effects and demonstrations in the spots.

Westgate Financial Corp., a leading factoring institution that offers growing companies single-source financial services, expanded into the direct response industry. In addition to inventory financing, factoring and true production process purchase order funding, Westgate Financial offers its DR clients media financing, letters of credit or any combination of the above solutions. Westgate Financial Corp. also announced the appointment of Michaella Cox as Westgate's vice president of trade finance to the direct response and infomercial industry.

With budgets and time tightening, some public relations professionals are turning to The Gift List (www.giftlistmedia.com) to help promote clients' products and services in media gift guides. The Gift List is now offering a new spring holiday list consisting of newspapers, magazines, television shows, radio and news syndicates who will be having a gift guide feature. The database, using the same research methodology of the company's holiday gift list (now in its seventh year), contains detailed media information, including direct contact names, method of receiving suggested gifts, story themes, focus and deadlines.

28:30 LLC announced that Icon Tobin is taking over leadership of the firm's national sales organization as vice president. Tobin has worked at 28:30 since the firm's inception in December 2000 as an account executive and subsequently as a senior account executive for the last three years.

Online marketers sometimes view customer service calls as an unnecessary expense, but new

research conducted by MarketingExperiments.com (MEC) proves companies can actually make money from inbound customer service calls that formerly resulted in refunds or canceled subscriptions. During a week's time, operators fielded 662 inbound customer service calls and averaged a profit of $3.45 per call. Results of its experiments are published online in The Marketing Experiments Journal.

inQ, a leading online marketing company utilizing live chat to put salespeople on the Web, announced the addition of leadQ to its live chat marketing solutions for businesses. leadQ is a lead-generation solution that can be used to qualify site visitors and capture personal information for immediate or future contact. leadQ is typically deployed on B2B or high ticket consumer product websites (such as automotive, financial services, real estate) in verticals where products are primarily sold by phone, or face to face by a broker or sales representative. The leadQ Live Agent engages online visitors in a live chat dialogue, qualifies their purchase intent and the revenue potential they represent, and arranges a phone appointment with a sales representative.