



## Is this the *new infomercial*?

Experienced DRTV marketer turning to crowd-funding to test new products

From late night cable TV to the Internet...finally!

Infomercial product marketers have been looking for their next big move. For over 30 years, direct-response television (“DRTV”) has been the most most efficient way to test and launch unique consumer products, but younger viewers are watching more and more video content online and not via traditional cable television. So far, the DRTV marketing world hasn’t changed much. Year over year growth in the DRTV has been a strong 10% to 20% for the past several years straight, but that trend will someday come to an end as consumers shift from cable TV to other forms of video entertainment. It’s inevitable. It may be 10 years from now or 10 months, but the industry has been searching for what will replace TV as the most effective testing and marketing vehicle for consumer products.

An experienced DRTV team in Denver, Colorado is using crowd-funding as a way to quickly and inexpensively test products. The founder of Harvest Growth, Jon LaClare, has had a long career in more traditional marketing strategies, including managing brands for Planters Nuts, OxiClean and Nabisco. He has successfully launched over 200 products via TV infomercials, and he is now creating a new system for testing products before spending money on national TV or on huge levels of inventory for a retail roll-out.

In the past several months, Harvest Growth has had 3 clients bring in over \$50,000 each in crowd-funding, and those companies are now moving to the next stage in their marketing efforts. Now, Harvest Growth is launching a product of their own, Word Up Hats, a customizable baseball hat. Their slogan, a New Hat Every Day, is being tested along with the product in a Kickstarter campaign starting on December 15, 2014.

Infomercial companies are seeing their ROIs decline every year, and many are searching for a new testing platform. Harvest Growth is proving that crowd-funding may be the answer they are looking for. With crowd-funding, the product is king. If consumers don’t see value in your product, they won’t invest. If it’s not unique, they won’t spread the word. Where market research can *predict* success with relative accuracy, crowd-funding can *prove* success before companies invest hundreds of thousands of dollars in a product launch.

Check out [WordUpHat.com](http://WordUpHat.com) to learn more about the product and to see how Harvest Growth is using crowd-funding to test whether or not Word Up Hats should be invested in further and launched into the worldwide market.