

### ***Yoga Now***

Fitness

An example of great celebrity copy—natural, clear and compelling.

### ***FORTUNE FINDERS***

Financial

This is a lead generation spot for a new financial service. Very inexpensive production.

### ***THIGHMASTER***

FITNESS EQUIPMENT

"Some people were born with great legs..." is probably the best line I've ever written and has become a direct marketing classic. Thanks to Suzanne and this commercial, we sold over \$110 million in Thighmasters, helping you "squeeze, squeeze your way to shapely hips and thighs."

### **MCNAMARA & ASSOCIATES**

creates TV messages that sell. We are both a creative resource and a full production company for direct response spots & infomercials. With 25 years of success, we can write your script or produce your show from start to finish.

# DEMO REEL 7.1

**This DVD gives you short samples from some of the infomercials and spots we've done.**

**See "What Am I Looking At?" notes inside.**



## **MCNAMARA & ASSOCIATES**

5301 CALHOUN AVENUE  
SHERMAN OAKS  
CALIFORNIA 91401  
818-907-6212  
mcdrtv.com

# So, What Am I Looking At?

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& ASSOCIATES**  
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SHERMAN OAKS  
CALIFORNIA 91401  
818-907-6212

This DVD contains excerpts from the following long and short-form DRTV.

Hit your Fast Forward button and you should be able to skip to the clips you are interested in.

## ***MICROSOFT***

HIGH-TECH

Microsoft wanted to parody infomercials in an effort to gain visibility for its MSN Search website. We created a family of hilarious spots based around unlikely MSN spokesman, like this one with fitness star Tony Little. It was fun. And it worked.

## ***DISH SATELLITE TV***

HIGH-TECH

Dish wanted us to differentiate their brand from their much bigger competitor Direct TV, plus get new customers fast. This cute spot did the job and became one of the most successful spots they have ever run.

## ***DEAN MARTIN***

ENTERTAINMENT

This spot, and the others that came after it, helped to sell over 1 million Dean Martin videos, and still counting. We wrote, edited and produced the spot on a very small budget, culling the footage for just the best and funniest.

## ***BODYSLIDE***

FITNESS EQUIPMENT

This is an \$80,000 commercial shot on film to launch a follow-up product to ThighMaster. We named the product, wrote the script, designed the production and helped to choose the celebrity. We wanted a hip feel to the spot, and wanted a lot of opportunity to show the product in action as well as explain the benefits.

## ***CLAYMAGIC***

AUTOMOTIVE

Our challenge here was a tough one. We were selling not a car wax but a new kind of automotive paint cleaner that is used primarily by car dealers, not consumers. Nevertheless, the spot we created has drama, a hip style and great production values and did a great job of launching ClayMagic.

## ***DOW FLEXWARE***

KITCHEN PRODUCT

Dow's agency already had created an image spot. Our assignment was to support that image and go one step further: create immediate TV sales. We did a great job of demonstrating the product and dramatizing the space-saving benefit. The spot was shot on film for about \$80,000. In the end, Dow told us they actually liked our spot better than the big-budget image one.

## ***CHAINMATE***

JEWELRY

This spot dramatizes what could happen to your expensive jewelry if you don't have a Chainmate lock. We put quite a bit of production value into this spot, even using a special lens for

extra-close shooting of the tiny product. Unfortunately, the client over-designed the product so that the price we needed to get was too high. But otherwise, it's a great spot.

## ***SPECTRIM***

WEIGHT LOSS PROGRAM

For this highly expensive bariatric surgery program, we developed a name and all marketing materials, including print, radio, video and TV. For this spot, we coaxed a natural performance from a very nervous and real woman, added attractively shot b-roll and graphics, and ended up with a spot that pulled consistent leads for over 2 years.

## ***INCREDICARD***

DISCOUNT BUYING CLUB

This spot was designed to launch a regional discount buying club, a coupon book similar to "The Entertainment Book." We convinced the client to reformulate the product and offer to focus on the card, not the coupons, and we gave it a distinctive shape that had never been used in credit cards before (The clipped-off corner was to suggest the discount benefit).

## ***THE MINI***

JEWELRY

This spot dramatizes what could happen to your expensive jewelry if you don't have a Chainmate lock. We put quite a bit of production value into this spot, even using a special lens for extra-close shooting of the tiny product. Unfortunately, the client over-designed the product so that the price we needed to get was too high. But otherwise, it's a great spot.