


STUDIOS

“TEST IT” Model

Who is RW?

RW Advertising is a full service direct response advertising agency. When we say full service we mean it. **Cut** the brokers, **CUT** the agency mark-up, **CUT** outsourcing production, **CUT** the bull and that's what you get with RW.

Led by DRTV experts Sean Ryan & Alan Woods our agency has a combined 20 years involved in over 500 campaigns for small entrepreneurs, established brands to leading fortune 100 brands into DR. Both principals of the company are intimately involved in every facet of campaigns we manage. It's our understanding of traditional advertising and how it ties to direct to consumer advertising that makes us unique.

RW Advertising has earned the reputation of a company that provides unprecedented drive and energy. We're available for client meetings on demand and come prepared to answer the call. We have created and produced award-winning spots and infomercials that have made millions for our clients. Our aggressive and hard knocks media buying increases MER's. But what makes us truly unique is we don't just care about the phones ringing; we care about the sell through.



Experience Makes a Difference

We have a great deal of experience in a wide array of categories including appliances, fitness, health, financial, Talk Shows and others. Production and Media experience means pre and post production that knows what motivates viewers to act and how to format a winning show. We understand that the demonstrations need to be exciting, the product needs to be revolutionary and be pitched with high energy.

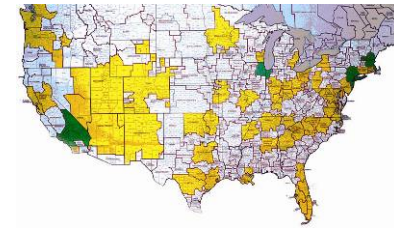
Update on projects include:

- Butterball's Indoor Turkey Fryer
- Ronco Showtime Food Dehydrator
- BSP's Pharma's FlexNow Joint Formula
- SPX Corporation's Drive Assure "Fortune 100 gone DR"
- Auralog's Tell Me More Language Solution
- Dr. Rey's Sensual Solutions
- Moji Back Support System
- GEM "Keep It Cool"



Short Form TV / Long Form TV / Mail / Print

- **Production / Creative:** Full state of the art in-house production drives the cost of production down and provides constant support for your campaigns throughout. In house graphic artists, animators and editors allows us to simultaneously manage multichannel marketing campaigns.
- **Media Buying:** Our seasoned buyers are and have been responsible for some of the biggest names in the business and have cultivated relationships and have purchased time on every entity in the business guaranteeing the best rates and the fastest response time to your needs. RW's buying power is second to none.
- **Tracking:** RW has created it's own proprietary tracking software that integrates with top notch call centers that reports on a daily basis the results from individual placements provided daily updates to our clients on results.
- **Print:** From magazines to direct mail RW has you covered. Our in-house creative team provides full service print and delivery methods saving time and money to increase returns on investments.



“TEST IT” PRODUCTION

30 Minute Long Format Infomercial

Or

:120, :60 & :30

Strategy, Offer Development & Script:

Teleprompter

Multi-Camera HD shoot on location in Illinois with crew

Drives, tape, lighting, audio

Professional infomercial host (1 day)

Professional hair and makeup (1 days)

Producer, Director and Post Supervisor

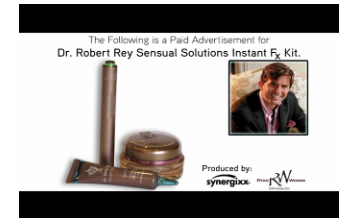
Professional voice over for Call to Action

Stock footage as called for in script

Full Graphics for CTA's and lower thirds throughout

Lower thirds and simple animation modeling where needed

Post production non linear editing services



TEST IT MEDIA



We know where to find your customers!!!

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RYAN **RW** WOODS
Advertising Inc.

IT'S A WRAP!

The RW Studios “Test it” program will determine what your next hit is going to be with limited risk. Give it a try and see what your products lines can do! Who knows you might have the next hot seller.

We'd love to be a part of this success and welcome the opportunity to take the next steps. We're available on call and willing to get started to gear up for a strong push.

Feel free to contact me anytime at:

630-257-1179 Ext. 302 / sryan@rwadv.com

Check out some of our work @ www.rwadv.com