

infomercial.97

and direct response television

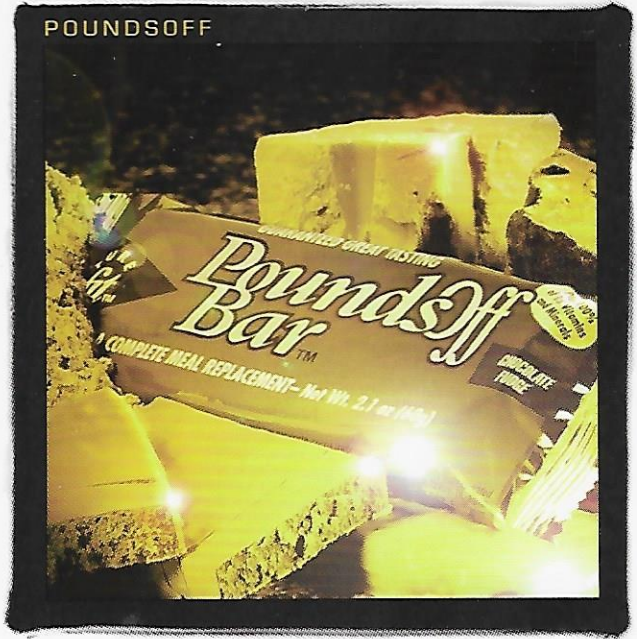
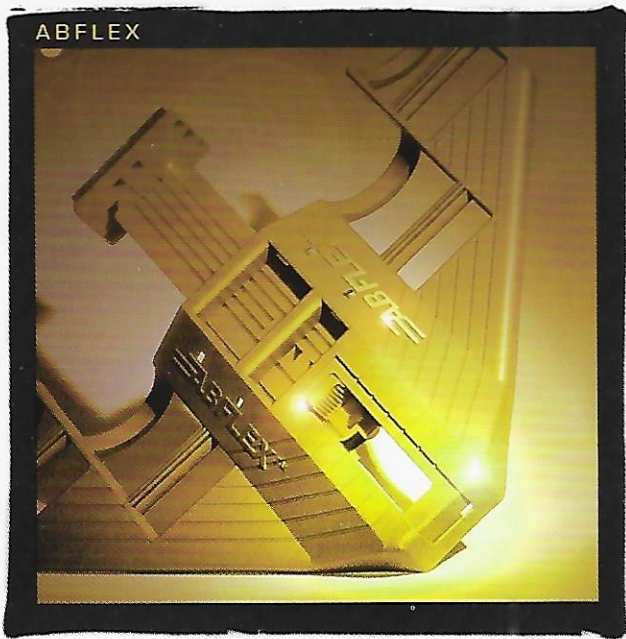
sourcebook
a supplement to ADWEEK magazines



**a new
spin!**

Major Brands
mix Direct
Response TV
and Retail
for Amazing
Results!

INSIDE:
A COMPLETE
DIRECTORY TO
THE TOP VENDORS
FOR YOUR
DIRECT RESPONSE
TV SUCCESS!



JOIN THE MARSON

Striking it rich in infomercials isn't about luck. It's all about passion, hard work and the experience to take a product from raw concept to \$300 million in sales around the world.

Marson Gold is the company and ABFLEX is the the world-wide fitness phenomenon that



Marco Noordan leads the Marson Gold International Marketing Division from their land based offices in Europe.

smashed sales records and redefined international direct marketing. Yet Marson

Gold is far more than a savvy marketing company. They're *the* one stop source

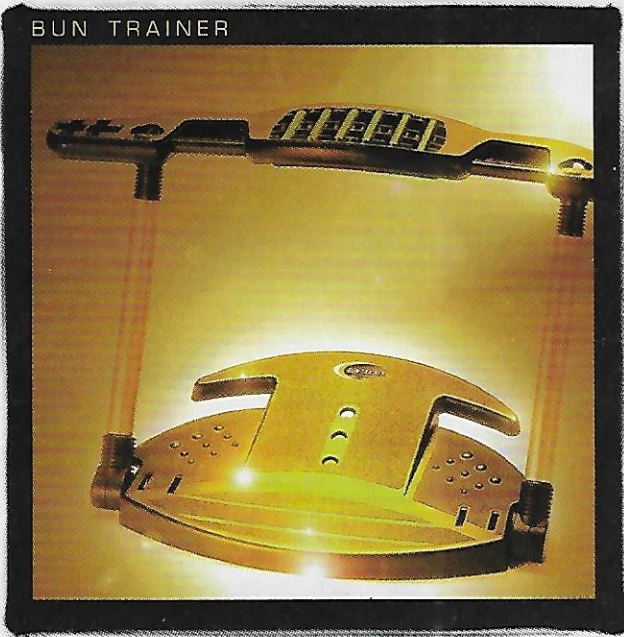
for a complete range of services that include Product Development, Product Testing, Manufacturing, Infomercial and Short

Form Production, Media Planning & Buying, Product Distribution, Market Analysis, Aggressive Copyright Protection, and one

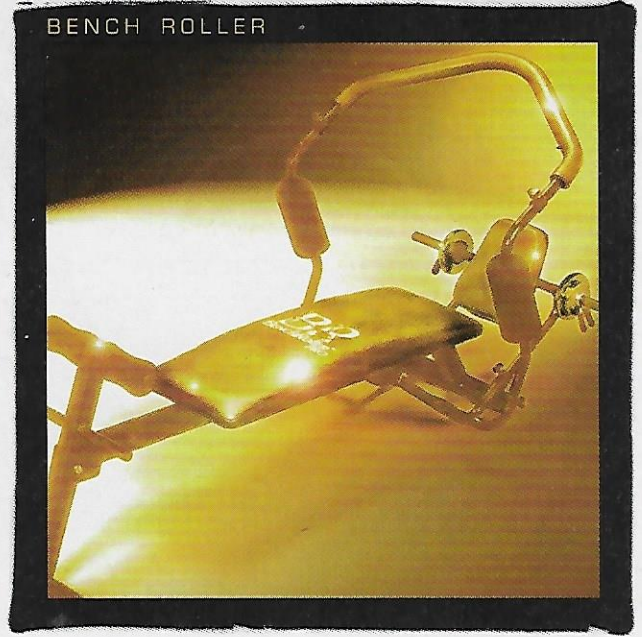


The principals of Marson Gold: Martin Van Der Hoeven, (left) Jaeson Cayne, (center) and Larry Goldenbersh, (right) represent a unique mix of talents and such diverse backgrounds as product invention, writing, television production and litigation.

BUN TRAINER



BENCH ROLLER



MARSON GOLD RUSH!



Jeff Mandell serves as Chief Financial Officer after 11 years experience in a Big Six public accounting firm.

of the most solid International Marketing Teams available. **Marson Gold** hasn't just scored big with ABFLEX, they're in the process of generating the same extraordinary success with their three new product launches for 1997: THE POUNDSOFF SYSTEM, THE BUN TRAINER AND THE BENCHROLLER PRO. So whether you're an inventor who needs a complete range of services



Marson Gold has teamed up with the talents of Dave Richmond and Mark Levine of Modern Media. Their primary mission is to recruit the services of top professionals in the infomercial and advertising industries to produce effective and profitable long and short form products.



Bryan and Nadia Corlett, creators of the PoundsOff Meal Replacement Bar, head up the Food & Nutrition Division with expertise in moving products from direct response launches to retail distribution.

or an advertising agency looking for production or media expertise, call (760) 438-5800 today and discover how Marson Gold can turn your ideas into infomercial gold.



MARSON GOLD