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a2b Fulfillment Pairs with kigo footwear



GREENSBORO, Ga. — Direct Response Marketing Alliance (DRMA) member a2b Fulfillment has partnered with kigo footwear to provide outsourced support for inventory management and fulfillment for the kigo line of minimalist footwear.

The partnership allows kigo to streamline its fulfillment operations, while continuing to focus on product development, marketing and customer relations, according to both companies.

“kigo has confidence in a2b,” says Ayal Latz, president of a2b Fulfillment. “We are proving that we can be flexible, consistently provide value and do so at low cost to kigo. And it’s exciting to be part of the dynamic growth that kigo is experiencing.”

“We found a perfect partner in a2b Fulfillment,” says Kristin Serrano, chief operating officer at kigo footwear. “We benefit because a2b Fulfillment has the experience, skills and trained labor to perform the receiving, storage, kitting, assembly, rework and reverse logistics tasks that are needed,” adds Rachelle Kuramoto, chief marketing officer.

TELEBrands Sticks it to Competitors with the Sticky Buddy

FAIRFIELD, N.J. — After just two weeks on the charts, TELEBrands’ Sticky Buddy climbed to the No. 2 ranked DRTV commercial in the U.S., according to the Direct Response Marketing Alliance (DRMA) member.

That makes the Sticky Buddy the top televised DRTV spot for a sticky roller in America, according to the Jordan Whitney (JW) Greensheet rankings.

“Sticky Buddy is already a huge winner in direct-to-consumer sales,” says AJ Khubani, president of TELEBrands Corp. “We fully expect this success to translate into big sales at leading retail chains.”

John Kogler, publisher of the JW Greensheet, says it is rare for one product to climb the rankings at such a rapid pace.

“Sticky Buddy has only spent two weeks on our chart of the Top 75 Traditional Direct Response Spots and has already reached the No. 2 position,” Kogler says. “This is a significant achievement and testament to the power of the rollout of the product by TELEBrands.”



Anthony Sullivan, spokesman for the Sticky Buddy, says TELEBrands’ product has “the power of glue, without the goo.”

Surging Media Wins Big for FoodSaver, GameSaver Shows

LOS ANGELES — Direct Response Marketing Alliance (DRMA) member Surging Media Group won six awards in recognition of its FoodSaver System and GameSaver System campaigns for Jarden Consumer Solutions.

Sergio Myers, senior creative director for Surging Media who directed and produced both campaigns, won two Platinum AVA Awards for Directing for the FoodSaver System and the GameSaver System, while both shows also won Gold AVA Awards in the Infomercial category.

Surging Media also won two Gold Marcom Awards, one for the FoodSaver System and one for the GameSaver System, bringing the DRMA member’s total awards won in 2011 to 13.



The award-winning FoodSaver System long-form shoot.

Response Magazine and the DRMA want to share your successes with the industry!

To be featured in DRMA News, send your press releases and case studies to **Jackie Jones** at jackiejones@questex.com.

NEWS CORNER

SALES PORTAL appoints Jay Emmons chief customer officer.

Edward F. Glynn Jr. joins **MANATT, PHELPS & PHILLIPS LLP** as a partner in its Advertising, Marketing & Media Division.



Jay Emmons

Randy Suchy joins **CANNELLA RESPONSE TELEVISION** as support and project manager.

GREAT FALLS MARKETING announces Scott MacCheyne and Mike Frautten as new co-owners of the company.



Randy Suchy

Askin Emir joins **R2C GROUP** as its newest account director.

Randal Shaheen and Amy Mudge join the Washington office of **VENABLE LLP**.



Askin Emir