

## **Kansas Company has products featured on Discovery Channel's Pitchmen TV show**

*DRTV company get national exposure for inventor clients*

**Jan. 6, 2010** - [PRLog](#) -- Overland Park, KS (Evans Media Group) January 6th, 2010 – Garden Weasel™, the Snuggie™, VegOmatic™ or the George Foreman Grill™ ... all familiar to us as products sold through one of the fastest growing segments in the advertising world, Direct Response Television, or DRTV as it is known in the industry. But how does a product get to be hawked like OxiClean™ or Jupiter Jack™ on TV by the likes of the late-great pitchman Billy Mays, Anthony Sullivan or others?

Enter (stage left) Media-Corp of Overland Park, KS a company that has actually had products featured on several episodes of the aforementioned media mogul's popular Discovery Channel show, Pitchmen™. "We take that next great idea and run it through a series of tests to determine marketability" says Ed Waldberg, President of Media-Corp. "Our business model is unique. We provide a service that allows an inventor to apply solid business principle to the process of bringing a product to market utilizing DRTV.

According to Earl Pardo, Media-Corp Senior VP/Partner and head of product sourcing, not every invention will make it, but if the design is sound, Media-Corp will run it through some pretty vigorous testing. "From product sourcing to retail distribution and everything in between, Media-Corp can take an idea or invention from concept to customer in a fluid motion. This is a process we have perfected over the years and it allows us to take an inventor through testing all the way to retail success."

The process Pardo mentions involves focus testing, production of a TV commercial, website, collateral sales material and toll free call center monitoring to determine consumer interest, price threshold and manufacturing cost.

"An alarming number of ideas and inventions just never make it to market" says Ed Waldberg. "A typical concept or idea today in the US has about a ten percent chance of making it to the retail shelf. And, while there are certainly no guarantees, those ideas that make it through our TV test program see the success rate scenario practically reverse itself. Providing those great odds to inventors is primarily why Media-Corp has been so successful. Since its inception 15 years ago, the growth of our company has hinged on a three step full service approach and the introduction of new products via DRTV, combined with a multichannel distribution process. We have brought focus to innovation by developing a proven infrastructure and method for launching a product from start-up to a full blown national television rollout."

There is an old business axiom that says, success begets success and Media-Corp certainly has the track record to prove that presumption. Jupiter Jack™ led to Windshield Wonder™ which led to The Salad Blaster™ and The GPS PAL™. All products brought to market through Media-Corp. "Sure ... for every Windshield Wonder™, there are many that don't make the cut," says Mark Mansheim, Senior VP/Partner and head of retail distribution. "The beauty of what we do at Media-Corp is that we cut right to the heart of whether or not a product or idea will be successful in the marketplace. Our testing uncovers the hidden gems, while saving time, energy and money for those inventors whose idea may sound great, but that just won't make it in the real world of fickle consumer spending.

A visit to the Media-Corp website at [www.media-corp.com](http://www.media-corp.com) shows inventors Jason Bobb and Jim White of Jupiter Jack™ and GPS Pal™ respectively singing the praises of the process that brought them huge success on Pitchmen™ thanks to Media-Corp. But wait, there's more. No laurel resting for this trio of Kansan Media Men ... they are out looking for the next widget, gadget or thing-a-ma-bob that the buying public just can't do without. If you think you've got the next "As Seen on TV" hit, you might just want to give them a call.

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About Media Corp: Media Corp specializes in creating powerful Direct Response Television campaigns designed to get results. From concept to completion, our three step full service approach provides you with all the marketing services vital for putting the pieces of the puzzle together for your products success. Since our inception, the growth of our company has hinged on the successful development and introduction of new products via DRTV combined with a multichannel distribution approach. Over the past fifteen years, we have brought focus to innovation by developing a proven infrastructure for launching a product from start-up to a full blown national rollout.

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