



InterImage Productions®, An Inter/Media Company

Blending the Artistry of General Advertising Commercials with the Selling Power of Direct Response

Skilled Team Produces Radio and TV Commercials, Infomercials, Corporate Videos, And Print

The rush. The thrill. The magic. InterImage Productions® combines a zest for excellence, a boatload of experience in storytelling, producing, directing and editing, and a pinch of eccentricity to create all styles of radio and TV campaigns from general market to direct response. The company creates compelling campaigns that make its clients successful.

InterImage Productions, one of the Inter/Media Companies, is an award-winning and results-oriented film and video production company specializing in radio and TV commercials, infomercials, corporate videos, and print of the highest caliber.

At the helm is Oscar Bassinson, a highly regarded and award-winning TV commercial writer/director with a pedigree that includes McDonald's Restaurants, CoCo's Restaurants, Wolfgang Pucks', Betty Crocker, Salada Tea, Taco Bell, Pam Cooking Spray, and Cool Whip and more. Among a myriad of national awards, Bassinson's work has won Clio, Addy, Telly, Aurora, Axiem, MarCom Awards, as well as The National Restaurant News Annual Award for Excellence in Advertising.

Bassinson brings his artistic talents to a unique canvas that enables he and his staff to craft advertising that can drive brand recognition and sales, while coupled with the compelling call to action of DR. And they do it at the fraction of the cost of traditional production companies.



"InterImage is a master of making it look expensive, when it isn't," says Bassinson. "We use cutting edge technology, national talent and creative solutions to maximize our client's dollar. And because we have production and editorial under one roof, we can edit and customize commercials for specific demographics, new markets, and new price points without charging exorbitant fees."

When it comes to direct response, the team at InterImage and Inter/Media combine years of experience in creating, selling and testing, and they approach each campaign with the fervor of the company's very first project.

Says Bassinson, "We know what's going to sell and what's not. We know what are important human emotions to tug on and what aren't. We know how to shape a product offer and what won't. We know what's going to get the phone to ring and we know what's not. We've gone on record about the do's and don'ts of direct response advertising and use these tenets everyday. We know how to close the sale and we know when to stop."

InterImage shares many clients with its parent company Inter/Media Advertising®, but also does work for other advertisers looking for a hot, creative shop that can keep a lid on the expenditures.

Memorable campaigns that InterImage has created include:

- The humorous 2006 campaign for It's Just Lunch, an international professional dating service
- The Storage Barn, introducing a unique method of storage
- Bret Saberhagen's Make a Difference Foundation
- Breath Asure, the natural breath relief phenomenon that took the country by storm
- Clorox, the venerable household products company
- Auto Insurance Specialists, the nation's oldest and largest independent auto insurance broker
- Hollywood 48 Hour Miracle Diet, the hugely successful weight loss program