



Inter/Media Advertising®

An Industry Leader Blending Direct Response and Brand Advertising

Inter/Media Advertising® has long been an innovator in targeted brand advertising. Always on the forefront of new trends that maximize sales and drive brand recognition, the company has expanded well beyond its initial roots as the oldest and most accomplished short form direct response agency in the business to become a powerhouse in creative advertising, driven and optimized by proprietary technology.

When Sydney Yallen began the company as a media buying service in 1974, he soon recognized the need to expand into a new field that provided immediate feedback on advertising success for clients. From that grew a \$350 million firm that today is a fully integrated advertising agency that uniquely blends direct response advertising with general market techniques.

Recognized as a major force in the direct response advertising industry, Inter/Media has the total in-house capabilities necessary for providing complete retail brand building, direct response, and advertising support. Coupled with the other six divisions in its "family of companies," Inter/Media can provide market research, strategic planning, media planning, online and offline media buying, account management, creative, production, post-production, web design and marketing, retail channel sales, and performance-based advertising to support any campaign.

Among the clients that Inter/Media has guided to dramatic marketing success are Public Storage, ditech.com, the US Army, GMAC Insurance, Armor All, Budget Blinds, Glad, Clorox, Black & Decker, Vonage, Emson, Sanyo, Discover Card, Ralston Purina, Breath Asure, Nordic Track, Auto Insurance Specialists, Hollywood 48-Hour Diet, TaeBo, K-Tel International, Hooked on Phonics, True Credit, Time/Life and Prudent Choice.

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“We recognize that each dollar we spend on direct response advertising is also a ‘brand dollar,’” says Robert Yallen, President and COO of Inter/Media, who joined his father fulltime in the company in 1985. “Therefore, it is important for an agency to look well beyond planning media based solely on CPO (Cost Per Order) and CPL (Cost Per Lead) criteria. Thus, we manage our plans to exceed our clients’ direct response goals and objectives, while also considering the media model components including demographics, psychographics, reach and frequency of the plan and the overall integration of all the disciplines.”

At the core of Inter/Media’s sophistication is its fully computerized, state-of-the-art media department that integrates a wealth of primary, secondary and tertiary research vehicles including AccuTrak®.

Inter/Media’s proprietary and precedent-setting lead/sales tracking system AccuTrak has contributed significantly to the firm’s leadership in the industry. AccuTrak is able to identify and attribute the impetus for individual customer response calls -- which media venue spurred the call. Thus AccuTrak enables Inter/Media and the advertiser to fine-tune the advertising campaign, investing precious dollars where they are best utilized.

Additionally, because of the idiosyncrasies of different offers, each client’s tracking parameters can be customized through AccuTrak’s Multi-Index Platform®. The Multi-Index Platform allows for various client and media fluctuations, such as the client’s target audience, media decay rate, a specific media venue’s propensity to generate response, and a media venue’s audience. No other system offers the kind of flexibility that AccuTrak offers to Inter/Media clients.

AccuTrak has also given the firm a leg up in another manner. Because of limited tracking ability in the past, advertisers have necessitated using multiple 800 numbers to determine where calls originate. But with Inter/Media’s proprietary system, it has enabled the company to pioneer the use of vanity numbers--useable nationwide--for clients who can then turn their vanity number into a secondary branding tool. The company experience has proven that using a nationally consistent vanity number can increase sales as much as 40 percent.

“While short-form direct response was our calling card in the early years and it has continued to be a critical part of our strategy,” says Chairman and CEO Sydney Yallen, “the breadth of what we now do gives us the ability to drive a product’s sales and brand awareness from inception to a household name in a relatively short period of time. We’re proud of our successes.”