

MEDIA AGENCY SERVICES

Dear Sir/Madame,

Northern Response is the leading agency for purchasing Direct Response media time in Canada. Since 1984, Northern Response has pioneered the Canadian DR industry and can provide you with access to every DR outlet in Canada, including access to our large inventory of media time controlled by contracts, priority status and incumbency. This provides you with maximum media coverage, increased sales and complete flexibility.

Low Rates

Volume buying earns us deep discounts that are then passed along to our clients, maximizing their return on investment. Lower rates enable media to payout so you increase campaign awareness and longevity. Northern has provided both emerging and established companies with the guidance they need to become recognized direct response brands in Canada.

Multiple DR Formats

We recognize that the media landscape is changing as fast as the way consumers interact with media, and sometimes traditional DRTV is just not enough to deliver the best ROI. So whether it's short form, long form, French DRTV marketing, brand media buying, online media, mobile marketing or an integrated strategy that incorporates various direct response media, Northern has the capabilities and facilities to manage every DR media format. Every client is unique to us and we will deliver campaigns to best serve your company's individual needs.

Experience

We are experts in Direct Response Media. No other Canadian DR company comes close to matching our long history in the market and our media expertise. Our buyers and analysts know the right DR media and the right times to reach your audience, plus we have established long term relationships with networks and media outlets that give us advantages that work to your benefit.

Full Service Facilities

Northern Response has in-house production, studio, editing, and dubbing facilities. We offer our clients comprehensive solutions to their tape customization, dubbing and trafficking needs. We also produce and ship broadcast masters from coast to coast quickly and efficiently. Our in-house legal department can assist you with getting telecaster and regulatory approvals including closed captioning, revising the bluescreen, or a complete reversioning for Canada's unique Francophone marketplace. Most importantly, we have on-time reporting systems and account representatives to help you best manage your campaign efficiently and effectively to achieve your unique objectives.

Fully Integrated Marketing

Northern response takes out all the guess work when it comes to handling a DRTV media campaign. Our in-house e-commerce and internet marketing teams work seamlessly with our DRTV team to ensure a fully integrated campaign for maximum sales potential. We have the ability to assist our clients through the entire direct response marketing process—from scripting to production, media buying and optimization, website creation and marketing, and all the way through to call centre management and fulfillment. We're there from beginning to end to help increase performance and make sure you get the absolute best possible results. We are focused on generating business results—not just media results and will not waste your money on unproven media.

Don't know where to go next to increase your exposure and ROI? Put your campaign in the hands of Northern Response's established and experienced media team. We will be your partner in your next successful media venture.

Northern Response (International) LTD

New Business Development Department

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