

Global Media Marketing Develops New National Infomercial Campaign for KB Home

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SANTA ANA, Calif.--(BUSINESS WIRE)--Global Media Marketing, a leading supplier of infomercials and other direct response programs, recently implemented a national infomercial program for KB Home.

Many people have a perception that infomercials are the domain of late night and early morning shows selling Ginsu knives. However due to their immediate and measurable impact, infomercials have been adopted by national automotive companies and even home builders because of their success.

Ironically according to Wikipedia, it is quite possible that the first modern infomercial series was launched in San Diego during the 1970s and was a one-hour television program every Sunday for the sale of homes.

KB Home is one of the nation's premier homebuilders and has delivered over half a million homes for families since its founding in 1957.

Global Media's infomercial program for KB Home is set to run nationally on various TV media outlets and is targeted at first time buyers. The infomercial was customized on a regional basis to accommodate different home options and pricing in various markets.

"This proves that infomercials aren't just for widgets or gadgets anymore. We are really excited about having this opportunity to work with a company with the heritage and stature of KB Home. They are a leader in the industry and we are pleased to have developed this new infomercial initiative for them," said Christian Holiday, Founder and CEO of Global Media Marketing. "The strength of our infomercial campaigns is that marketers see immediate results as the calls come in. Today everyone wants metrics and the proven results which we provide."

This campaign is part of a national effort to educate renters on the home buying process. With interest rates at a 40 year low, this is a great time to buy a home.

Global Media

Global Media was founded by Christian Holiday in 2003. The company produces over 600 infomercials a year for companies in the automotive, financial services and retail sectors. The company also offers a variety of media services including radio, TV, outdoor, print and interactive solutions. Global Media offers 100% in house production to reduce costs.

For more information, check out their site at www.glblmedia.com or call 714-263-0190.

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