

## **Informercial Expert, Global Media marketing, Launches First National Infomercial Campaign for Dodge Ram**

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SANTA ANA, Calif.--(BUSINESS WIRE)--Global Media Marketing, [www.glblmedia.com](http://www.glblmedia.com), a leading supplier of infomercials and other direct response media products, announced today that it has launched a major Infomercial program for Dodge Ram, [www.dodge.com](http://www.dodge.com). This is the first National Direct Response Infomercial program for this Automotive OEM. The Dodge Ram, known for its styling and Hemi engine, remains Chrysler's top-selling nameplate.

The Dodge Summer Sell Down Show features aggressive incentives on Dodge Ram, including offers on the complete 2008 Dodge line up. The infomercials were produced in both English and Spanish and are 28 minutes 30 seconds in length. This new infomercial program was launched in conjunction with the advertising agency of record for Dodge, BBDO, [www.bbdo.com](http://www.bbdo.com).

Global Media's Direct Response program will air on Saturday and Sunday mornings. These times are increasingly popular for consumers making automotive buying decisions. The broadcast vehicles will include CBS, FOX, Telemundo, Univision and other media outlets.

Global Media's extensive knowledge in infomercial production as well as their expertise in the media placement and negotiation helped them get the nod on the campaign. BBDO/Chrysler gave Global Media the offers and incentives on August 1st. Global Media scripted, shot and edited the show and had it on air by August 8th in both English and Spanish. In addition, each market (DMA) had its own show tailored to its own specific market. This required top notch production on a lightning fast turnaround scaled nationally and locally. If one market wants to make an edit to their show Global Media has the ability to turn around production and media placement and have the revised program on air within 48 hours.

"We are extremely excited about implementing this program for Dodge and our new relationship with BBDO," said Christian Holiday, CEO of Global Media Marketing. "The fact that this is the first National Direct Response program of its kind for Dodge, [www.dodge.com](http://www.dodge.com), and its agency demonstrates their belief that this type of advertising vehicle can be very effective for them in this economic environment," said Holiday.

"We have already received a tremendous response from all the local Dodge dealers because as soon the show airs the dealers start getting calls. BBDO and Chrysler love it because the long format helps them showcase their products with more detail than a typical 30 sec spot. Dodge has some great products, and getting that message out in a long form campaign really helped explain some of Chrysler's strengths, like their 'Lifetime Warranty' and their fuel efficient vehicles including the 'MDS' system built on the Hemi engines," said Holiday.

### **Global Media**

Global Media was founded by Christian Holiday in 2003. The company produces over 600 infomercials a year for several industries including automotive, financial and retail sectors as well as develops the media plan and buy for the campaigns as well. The company also offers a variety of media services including radio, TV, outdoor, print and interactive solutions.

Global Media is located at 1212 N. Broadway, Suite 210, Santa Ana, CA 92701.

For more information check out their site at [www.glblmedia.com](http://www.glblmedia.com) or call 1-888-293-7838.

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