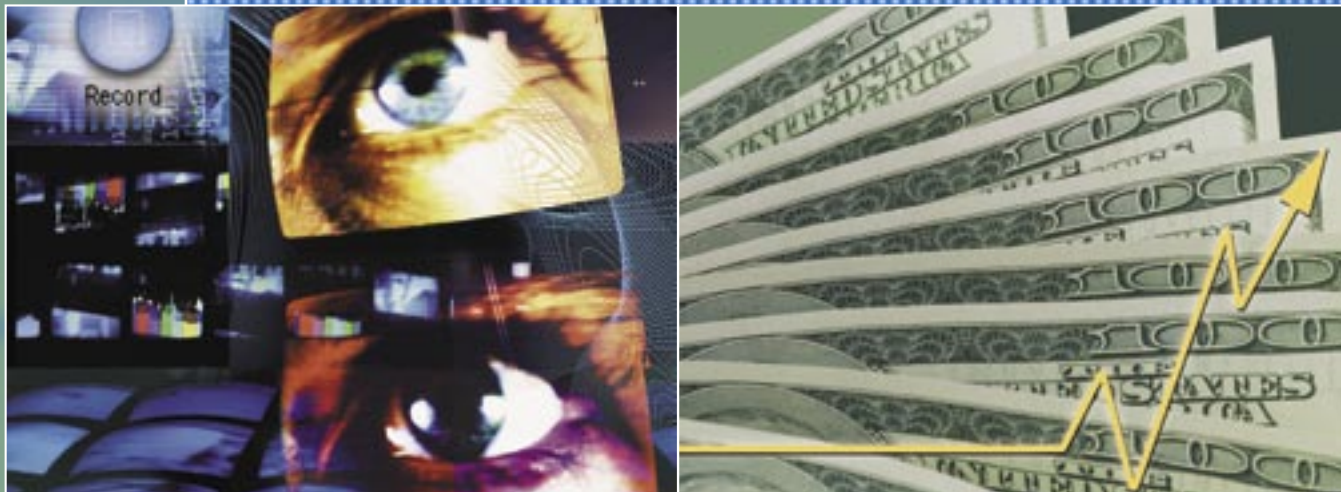


OPTIMIZE YOUR MEDIA
CAMPAIGNS WITH...

KOEPPEL DIRECT



YOU'LL VALUE OUR EXPERTISE.

KOEPPEL DIRECT
INCORPORATED
MULTI-CHANNEL DIRECT RESPONSE™

CHECK OUT OUR NEW ONLINE DIVISION
WWW.KOEPPELINTERACTIVE.COM

WHAT WE DO

Koeppel Direct is a world-class direct response media buying agency specializing in Multi-Channel Direct Response™ TV, radio and print campaign management. We generate increased results, immediately and long-term.

Koeppel Interactive is a division of Koeppel Direct specializing in online media buying, online video advertising and website design for the direct response industry.

One company in the direct response industry is leading the charge to provide clients with an integrated Direct Response TV, print, radio and online media buying strategy. That company is Koeppel Direct.

HOW WE DO IT...

We integrate all the key elements of an effective direct response media buy to ensure the success of the client's direct response media campaign.

Wharton MBA Peter Koeppel, with over 25 years of significant marketing experience, leads our staff of seasoned, top-level media professionals.

The majority of our media buyers have 10 or more years of hands-on experience. Our expertise is second to none.

By combining the resources of Koeppel Direct and Koeppel Interactive, we are able to maximize clients' ROI from their media investments.

WHERE, WHEN & HOW MUCH

- Founded in 1995
- Headquartered in Dallas, Satellite offices in Detroit, Austin, Florida, Chicago and Iowa
- Koeppel Direct is one of the leading DRTV media buying firms in the U.S. based on annual billings.



WHO WE DO IT FOR...

Direct response advertisers seeking measurable, consistent, positive results, immediately and long term.



WHY WE DO IT...

Our Mission:

To create Multi-Channel Direct Response™ media buys that optimize the return on our clients' media investments.

We only succeed when our clients succeed.

WHAT SERVICES WE PROVIDE

Professional Planning and Buying for:

- Short-form television (:30, :60, and :120)
- Long-form television (Infomercials)
- Online campaigns, including search engine marketing, affiliate marketing, banner advertising, etc.
- Radio
- Print at 30% to 70% off rate card
- Per-inquiry opportunities
- Integrated, multi-channel campaigns, combining online, DRTV, print and radio advertising

More of what we provide:

- Campaign management, including integration of Direct Response TV, online, print and radio media buying, production, telemarketing, fulfillment, reporting and analysis
- Testing, analysis and roll-out
- Reporting, utilizing industry leading Catalyst and Core Media Software
- Trafficking of commercials
- Invoice/affidavit post-buy documentation
- Full time analyst on staff
- Multi-media website design and management

HOW WE'VE BEEN DOING

We've built a powerful reputation for success. Our clients have the final say:

"Koeppel Direct has generated terrific results for our ladder. Their media buying has been instrumental in propelling our infomercial to the top of the industry rankings, and they are absolutely wonderful to work with."

Marketing Director
Leading DRTV Ladder Product

"Koeppel Direct's media buying expertise has played an integral role in making my company successful. Koeppel generated so much business for our company, occasionally we had to limit their media buys, in order to handle all of the new business."

R. Gregg
CIGNA

"Koeppel Direct's effective and efficient media buying expertise helped in making my company highly profitable. Koeppel Direct bought media for us at the lowest prices and they were so instrumental in my company's success, that I would be happy to talk to anyone who would like to hear my personal endorsement of Koeppel Direct."

Sy Sperling
Founder, Hair Club

"Koeppel Direct has generated terrific results for our clients. They consistently demonstrated an ability to save our clients money, by maximizing the efficiency of their media buys."

B. Oates
Planet e Shop

HOW WE'VE BEEN DOING

A Healthy Response

Background/Problem

Several years ago, we were approached by a start-up company that was entering the competitive market of supplying diabetic supplies to seniors. Liberty Medical was the established leader in the category and had built a solid reputation in the marketplace. Our client had no awareness in the category and needed to differentiate themselves from their competitors. They also wanted to steadily gain market share in order to build their position as a leader in this rapidly growing segment of the healthcare market.

Solution

Koeppel Direct worked closely with this client in developing a dynamic promotional offer targeted at seniors. The agency also developed a media buy that went beyond the typical direct response national cable TV network buys. It included national satellite, national

syndication, network and local broadcast buys. The campaign generated more calls in a concentrated timeframe, than any direct response campaign currently handled by the largest telemarketing firm in the U.S. The volume of calls was so high that it was necessary to bring in the second largest telemarketing firm to handle the overflow calls. The combined operator pool of both telemarketing firms still could not handle the influx of calls, so the third largest telemarketing firm was also brought in. In the course of only a few years, this client became the second largest supplier of diabetic supplies for seniors and a major health care provider invested heavily in this client, based on their strong growth and performance.

A Hair-Raising Success Story...

Background/Problem

The prominent parent company of the leading hair replacement chain in the U.S. was experiencing severe financial difficulties. The problems escalated because the company had stopped advertising, due to a dramatic increase in their average cost per sale. This proved to be critical, since the company's business model was totally dependent upon generating leads through direct response advertising.

It was then that their franchisees, who represented 50% of the company's business, referred Koeppel Direct to their parent company. It was decided to move their direct response media buying in 30 spot markets from a large media-buying firm in New York to Koeppel Direct.

Solution

Koeppel Direct developed a dynamic, original radio campaign and began buying spot market radio in select markets. The campaign was so successful that it was rolled-out to all corporate and franchise markets. Koeppel then started buying short-form television on national cable and long-form on both national cable and local broadcast stations. The company's cost per sale was dramatically reduced by 75% and their advertising spending reached over \$10 million. Most importantly, the company became highly profitable!



We ensure the success of every client's marketing program by:

- Integrating all the key elements of an effective Multi-Channel Direct Response™ media buy, including DRTV, print, radio and online.
- Working closely with each client. We listen to them, agree to tangible, reachable goals, and then guide them through all the stages of the buying process...from media testing and analysis, through roll-out.
- Managing all of the key aspects of a Direct Response campaign.
- Aligning our clients with the top firms in the areas of Direct Response TV production, telemarketing and fulfillment.



AN APPROACH THAT WORKS

- Utilizing all the proven and up-to-the minute techniques for generating maximum results.
- Making the highest level of service a top priority.
- Establishing the most efficient media programs by buying Direct Response media at the right price, in the best mediums.
- Offering a wealth of significant experience. Koepfel Direct is currently buying direct response advertising in over 200 local markets in the U.S. and Canada, on all national cable television networks (long and short-form), on a wide range of nationally syndicated television shows, on both national satellite TV networks, on national broadcast networks, online, on network and local radio and in national and local print publications.
- Having access to discounted and remnant media time/space for television, radio, print and the Internet.
- Delivering direct response advertising that leads to direct, measurable, immediate and long-term results!

CONTACT US

Call us today for a free media consultation.

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