



Stanford eCorner

Infomercials - A Way to Reach Your Audience

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Video URL: <http://ecorner.stanford.edu/videos/1454/Infomercials-A-Way-to-Reach-Your-Audience>

Rodan talks about how infomercials were successful in reaching and re-educating the audience on how to solve their skin problems and in turn helped her company realize an unmet need.



Transcript

I'll tell you why an infomercial worked, why Allan realized that that was the way to go, because we had to reeducate people about how to treat acne. The process of reeducating somebody to do something in a way that they'd never done before is big and expensive and time consuming and that an infomercial gave us a half an hour opportunity to do that. So that was one reason. Another was acne as I told you is an embarrassing problem and to go into a store and talk to a salesperson about how to treat your pimples doesn't feel that comfortable so in the privacy of somebody's home, they get to make the decision to buy. What really helped them was that we guaranteed the result so that they were willing to take that chance because Proactiv was selling for \$39.95, still is, and acne medicines have always sold for \$4 or \$5 so it was 10 times the expense of most acne products. So the guarantee was really helpful. The other thing is that acne is not curable. It's treatable, it's controllable, it's preventable but you can't cure it. We knew that the average woman has acne for like 20 years and a teenager for seven years. They're going to have this problem for a long time.

So the infomercial was an opportunity to keep replenishment, reselling people the product which is really the lifeblood of this whole business that we're in. The last thing is we discovered that we had a real need, not a want. As you look around at businesses, I can tell you if you can find and tap into an unmet need that's gold because the want is I want to have that cute little purse when I go to the party this weekend but the need is I ain't leaving the house with six pimples on my face. I got to have that medicine.