

revDRTV News

Portland, Maine, 2nd Quarter, 2010

www.revdrtv.com

News

It's been a busy first half of the year for the revDRTV team, with new projects being added weekly! We've started online and viral campaigns for [Scrap4Treasure](#) and [Broken Heart RX](#), which are quickly gaining traction, thanks to the efforts of Matthew Rideout and Elizabeth Heinzman.

TV & Radio

On the television side of things, revdrtv has written and produced a television and web campaign for [Hightenz - Supercharged Male Enhancement](#). Look for Lucky Joe on a screen near you!



EpiFem Shoot - Krystal Kenville Left, John Higgins Right

On the other side of the gender line, revDRTV is also currently procuring testimonials for EpiFem, a ground-breaking

female libido support product from a New Jersey-based nutraceutical company.

Additionally, we've mined the database of happy [Lipogen PS Plus](#) customers for great testimonials, and traveled around the northeast to document their results, which will go hand-in-hand with a new half-hour radio spot we're producing for the product.



7 Day PSA Awards Ceremony
Matt and Robert 2nd and 3rd from right

Somehow in the midst of all this work, Robert managed to find time to direct and write a [PSA for the Planet Dog Foundation](#), which won Best PSA at the 7DayPSA festival.

Featured Employee

Our featured employee is **Matthew Rideout**. Matt is finishing up his degree in Marketing at the University of Southern Maine. In addition to traditional marketing, Matt's talents lie in web design & development, graphic design, and social network marketing. Matt has played a key role in the rapid deployment of many of our new grass roots and viral marketing campaigns as well as other more traditional DR web initiatives. ([Matt on LinkedIn](#))

Need a fresh Look?

Even with the number of interesting projects we're working on right now, we're still looking to evaluate new products, or help re-engineer existing campaigns that need a fresh look. With over 40 years of experience between Robert Barnes and Dan Molloy, revDRTV brings an ingenious mix of experience and innovation to their work, and are always looking for new and exciting products to promote through the direct response channel.

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