



### Background:

Euro-Pro is one of the world's largest manufacturers of home appliances including vacuums, sweepers, and sewing machines. They approached SendTec with a revolutionary carpet sweeper – the Shark Sweeper - loaded with features and extremely light-weight.

### Challenge:

To explode the Shark Sweeper to market, SendTec had to:

- Generate hundreds of thousands of sales for the new Shark Sweeper
- Create major brand awareness for the Shark Sweeper
- Use DRTV and the internet to not only sell, but drive sales at the retail level



### What We Did:

After extensive research reviewing competitors and drilling down deeper into the market, SendTec:

- Identified the Shark Sweeper's "light weight" as a differentiator in addition to its many unique product features
- Created and produced an infomercial (a 30 minute show) featuring "wow" demonstrations that showed just how light-weight and versatile the Shark Sweeper really was. The program included testimonials, animations, and motivating calls to action.

### Results:

The numbers don't lie:

- Over 1.5 million Shark Sweepers have been sold to date
- SendTec received the "Infomercial of the Year Award" for the Shark Sweeper
- A huge surge in retail sales followed the campaign

By utilizing SendTec's proprietary iFactz tracking system, we were also able to show that adding a URL resulted in 8% more orders than without a URL. These orders were allocated to specific media placements. Building on success, Euro-Pro awarded SendTec seven more infomercial assignments for their products.