



Category Review – As Seen on TV



L&R Distributors, Inc.

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The As Seen on TV Category

The products in the ASOTV Category at retail are determined through a 3 Step Process:

1. Controlled Testing
2. Launch on TV if viability thresholds are met
This phase lasts for approximately 3 months and accounts for 4 – 6 % of sales
3. Launch only the most successful products at retail.
This phase generates 94-96% of the item sales.

Sales in the ASOTV category are showing continual growth year over year. Sales grew from \$3.7 Billion in 2014 to \$3.9 Billion in 2015 which is an increase of 5.13%.

*From Direct Marketing Assoc. "Power of Direct Marketing"



ASOTV Categories/Sub Categories

Home Focused Category

- **Housewares**
- **Health**
- **Beauty**
- **Fitness**
- **Trend**

Child Focused Category

- **Plush**
- **Toy**
- **Snack/Food**
- **Trend**



Category Consumer

The ASOTV category appeals to both men and women in all age groups.

Gender Sales:

Women account for 59% of ASOTV Sales

Men account for 41% of ASOTV Sales

Sales by Age Group:

Ages 18-34: 10% of Sales

Ages 35-54: 45% of Sales

Ages 55-64: 22% of Sales

Ages 65-75+: 23% of Sales



Category Trends

The ASOTV category sells in all classes of trade. It is an impulse category where the shopper sees the item on display, remembers the TV commercial and is drawn to purchase the items that appeal to them.

The category sells well throughout the year, however sales spike in the 4th Quarter for holiday gift giving. On average 35% of ASOTV sales are generated between October to December.



Top Selling Items

SALES RANKING	L&R #	SAJ 6#	SAJ 7#	DESCRIPTION	UPC
1	281864	2316909	708107	FINISHING TOUCH HAIR REMOVER	7-54502-02489-6
2	281860	2106466	466524	PED EGG POWER	0-97298-01382-9
3	233343	12312372	033621	ORGREENIC 10" FRYING PAN	0-97298-02221-0
4	214423	1571355	787994	LIGHT PERSONAL GROOM DEVICE	7-54502-02244-1
5	240210	1557370	787945	GRAY AWAY BLK/DK BROWN	8-16132-01038-7
6	185544	1833961	788018	IV FIN TOUCH ELITE	7-54502-02101-7
7	290388	2205797	525105	COLORAMA COLORING BOOK	97-80990-96354-7
8	252796	1759489	376145	ONTEL SWIVEL SWEEPER MAX	7-35541-10813-6
9	206320	1516442	82974	BELLY BURNER WEIGHT LOSS BELT	8-99953-00200-7
10	278295	2066611	403733	COPPER MIRACLE SOCKS LG/XLG	7-35541-60316-7
11	212352	1633684	786202	TOTAL PILLOW	6-00606-71476-1
12	278296	2066629	403758	COPPER MIRACLE SOCKS SML/MEDUM	7-35541-50316-0
13	186877	1893759	785675	TEB PEDICURE FOOT FILE W/2EP	0-97298-01248-8
14	271998	1999960	309450	ASOTV VEGGETTI	7-35541-20515-6
15	206453	1868967	903054	ONTEL TURBO SNAKE	7-35541-10509-8
16	204188	1628148	782342	WINDSHIELD WONDER	0-97298-02128-2
17	272892	2010163	346882	DUTCH GLOW FURNITURE POLISH	0-40282-25046-5
18	201076	1639921	787929	RIDDEX PLUS	6-79373-03001-5
19	281869	2106557	466680	WIPE NEW HEADLIGHT RESTORE	0-80313-09416-3
20	263528	1848753	466020	ASOTV SIDE SOCKET	7-40275-01183-6



New Planograms

3ft x 66" ASOTV

Quote #642803

4ft x 66" ASOTV

Quote #642797

6ft x 66" ASOTV

Quote #642792

8ft x 66" ASOTV

Quote #642791

These ASOTV planograms are supported from all L&R Warehouses.

