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Product Information Form

The following information form will serve as our production staffs' handbook and guide to your product or service.

Please take the time to fill in each question carefully and thoroughly, as this will serve as our main reference throughout the DRTV campaign.

If needed, use the additional space provided. For clarity and consistency, please be sure to return the form as a Word document.

This form **MUST BE RETURNED** by: _____

Please include all legal symbols where needed (i.e. ™, ©, ®)

Company Name _____

Project Contact _____ Title _____

Phone _____ Fax _____

Company Address _____

City _____ State _____ Zip _____

E-Mail Address _____

Company Website _____

Product/Service Website _____

Please list your company's social media links below:

Facebook: _____

Google+: _____

Twitter: _____

Youtube: _____

LinkedIn: _____

1. What is the background story behind your product or service?

2. Please check off from the list below all additional elements that you would also like us to incorporate into your TV spot:

- ☐ Video Footage
- ☐ Product Photos
- ☐ Brochures
- ☐ Samples
- ☐ Graphics

3. What are the common problems or shortcomings of competing products / services and methods?

4. What solution does your product/service provide? What differentiates your product or service from competitors?

5. Describe your product features (size, weight, color, materials, etc.) or service and benefits

6. List 5 questions and answers that best illustrate the key points you want viewers to learn.

Q: _____

A: _____

Q: _____

A: _____

Q: _____

A: _____

Q: _____

A: _____

Q: _____

A: _____

Q: _____

A: _____

7. How can we best demonstrate your product or service?

**8. What does your product normally retail for and/or the cost of your service?
What will be the price point and/or discount for our TV campaign?**

9. Will there be a value-added offer (2 for 1, complimentary bonus item, percentage discount, free shipping, etc.)?

10. Do you offer a warranty or money back guarantee? What are the terms?

11. Where are your products currently sold and/or services offered?

12. If you are interested in going beyond the scope of our production and adding additional locations, talent, specific airing time spots, please be advised there will be an additional cost incurred. If you would like any of the above, please provide details and our Senior VP of Production will customize a proposal accordingly.

13. It is necessary for a participant to follow AsSeenOnTV.Pro on our social media platforms for cross-promotion purposes.

Facebook : [@AsSeenOnTV.pro](#)

Twitter : [@asontvpro](#)

Instagram : [@AsSeenOnTV.pro](#)

LinkedIn : [@AsSeenOnTV.pro](#)

Please advise if you are currently following us:

The Production team at AsSeenOnTV.Pro's ultimate goal is to produce high broadcast quality TV campaigns that persuasively incorporate your key message and position your product or service for success.

Please ship product samples to be used for filming to our studio at:

AsSeenOnTV.Pro

ATTN: Production Department

6250 Coral Ridge Drive, Suite 200, Coral Springs, FL 33076

I have completed the "Product/Service Information Form" and acknowledge that this information is accurate to the best of my knowledge

Project Contact _____ **Title** _____ **Date** _____