



Case Study

The Company

Max Appel and his wife Elaine launched their company, Orange Glo International, from their garage in the mid-1980s. Genuinely concerned with people's health and the environment, they produced a line of effective home cleaning products using non-toxic and natural ingredients. In 1997, hoping to expand their product line and reach more consumers, they introduced a powerful new organic stain and odor remover called OxiClean.

The Challenge

Initially launched at local fairs via live demonstrations, the OxiClean brand grew slowly. Even after appearing on the Home Shopping Network, it still suffered from low name recognition as well as zero presence on retail shelves. With yearly sales hovering around \$1M, their team turned to Cesari Direct for help in building their brand and accomplishing their long-term goals.

The Insight

Based on experience from selling at local fairs and other appearances across the country, it was clear OxiClean was extremely effective, had brilliant visual demonstrations, and was loved by everyone who used it. The decision was made to leverage the successful live sales presentations and turn them into an engaging Direct Response TV Infomercial.

The Solution

Cesari Direct utilized the bombastic and lively host, Billy Mays, to conduct compelling product demonstrations combined with a CTA that offered unique product formulations. Mays had years of previous experience as a pitchman for a variety of products, including OxiClean itself. His over-the-top personality – combined with his flair for turning just the right phrase at just the right time – made the Infomercial both fun and irresistible. The original OxiClean infomercial was a smash success, its media spending topping \$1M per month – which led to a 300 to 400% ROI.

The Results

The makers of OxiClean, Orange Glo International, went from \$1 Million to \$250 Million in revenue as a result of DRTV marketing and was ranked #4 in Inc. Magazine's Fastest Growing Companies list in 2000. In 2006, OxiClean was purchased by Church & Dwight for \$325 Million.



"Rick Cesari and Cesari Direct helped us launch several important products, including OxiClean and Kaboom. In addition to developing high-impact television campaigns, Cesari helped us coordinate our retail and web marketing efforts to maximize the impact of our spending."

Joel Appel
Co Founder & FMR President
Orange Glo International