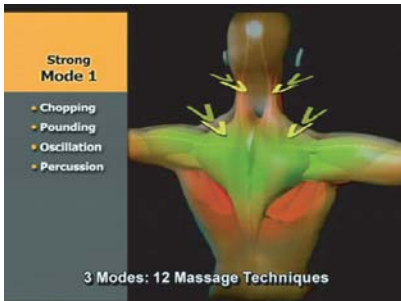




Client: DrHoNow.com

Production Challenge:

- 2 x 28:30 Infomercials to be produced, with 2 main goals:
 - To launch Dr Ho's new Double Massage System.
 - To re-brand Dr Ho as the industry leader, and to more clearly establish him as a doctor of chiropractic and acupuncture.



Due to different laws between United States and Canada, we needed to produce 2 separate shows. As Dr Ho wished to launch in the U.S. with this new product, we had to produce a version of the show more geared to U.S. market.

We also made the decision to have regular folks take "The Dr Ho 20-Minute Challenge", creating the need to travel to trade shows and conventions to convert new users.



Technical Challenge:

Due to the ambitious nature of this program, we had to travel out of town to a trucker's convention and a factory, as well as in-town visits to a rehab clinic, 2 separate conventions, and the organization of a day with the Charity Calendar Firefighters.

We also had to build a high-end, multi-purpose set, and film each studio segment twice – once for the Canadian market, and one for the U.S.

Once we hit post-production, we had to decide between hours of great footage from all of the non-studio footage, and incorporate it seamlessly with our studio segments.



Success Story:

Dr Ho had had great success with his original infomercial, but knew that it had run its course, and that it was time for a new show to coincide with his re-launch.

After many ideas of how to creatively present the new show, this was the concept that was agreed upon – taking a big chance and completely changing the look and feel of his personality and the original program that so many viewers were familiar with.



Initial results from across Canada are extremely encouraging, with the show generating a very high number of phone calls – both in the GTA, where viewers were familiar with the old show, and across the rest of the country, where, for many viewers, he is a new face on the dial.