



For Immediate Release

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DRTV Agency Atomic Direct Partners with Branding/Direct Marketing Expert Richard Rosen for System Pavers

Portland, OR – DRTV agency Atomic Direct has released a series of 60-second direct response television spots and a sales DVD for System Pavers, the fifth largest remodeling company in the United States. DRTV is one component of an integrated marketing campaign developed for System Pavers by Convergence Marketing and Advertising expert, Richard G. Rosen, CEO of ROSEN, Portland, Oregon. The spots will air across the United States in System Pavers markets.

System Pavers, based in Newport Beach, California, installs paving stones hardscapes to create driveways, walkways, patios and pools. These hardscapes add beauty and curb appeal to a home along with durability far beyond the durability of traditional concrete and asphalt hardscapes. The campaign theme is “Dream in Stone.”

“Doug Garnett and the team at Atomic understand the sophistication and intricacies of objection selling, an essential element of this campaign,” observes Richard Rosen. “They developed messages designed to move the client quickly beyond dialogue, driving them to deliver the results we need. It’s a rare skill that more agencies need to embrace and Atomic is way ahead of the curve.”

“Together with Richard, we created a DRTV campaign that made System Pavers’ marketing dollars more efficient,” explained Doug Garnett, president of Atomic Direct. “We’ve targeted homeowners replacing driveways or other outdoor areas and building their home value. DRTV’s role in this campaign is critical because we can reach out to consumers and show the potential of a paving stone hardscape. And, the campaign delivers measurable results with cost-effective media.”

Atomic Direct specializes in brands, consumer strategy, infomercials, and driving sales with television. Atomic has developed DRTV campaigns for established brands like AT&T, AAA, DuPont and Rubbermaid as well as emerging brands like the Drill Doctor, White’s Electronics, and Kreg Tool. For more information, visit [<http://www.atomicdirect.com>](http://www.atomicdirect.com)

ROSEN was founded in 1990 as Rosen/Brown and Richard Rosen consults with clients around the world, transforming their marketing and advertising campaigns into a cost-

effective business model. His convergence model fuses powerful imagery and messaging from brand advertising, with the proven motivational techniques of direct marketing. Rosen has generated prized work for a diverse range of clients including General Electric, Dell, MetLife, 3M, Lucent, Genworth Financial, TaylorMade Golf, PGE, Capital One, U.S. Bank, Select Comfort, Outrigger Resort International and Disney. His work is recognized by industry experts and academic leaders at Harvard, UC Berkeley and DePaul University. For more information about ROSEN, visit <http://www.rgrossen.com/>

For more information about System Pavers, visit <http://www.systemspaving.com/> .

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