



# 2016 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPEND INDEX	WEEKS
1	Proactiv+	Guthy-Renker	-	53,434	100	186
2	Flex Seal Liquid	Swift	-	23,009	38.26	62
3	Copper Fit Back Pro	IdeaVillage	Blue Reef	16,023	34.93	170
4	MicroTouch Tough Blade	IdeaVillage	Blue Moon	13,031	25.78	145
5	Lipozene	Obesity Research	-	12,274	22.24	186
6	Simply Fit Board	Allstar	Kingstar	4,394	18.59	109
7	Copper Fit	IdeaVillage	Blue Reef	14,202	18.26	180
8	Gotham Steel Pan	Emson	Cole	6,993	17.28	142
9	Dutch Glow Amish Cleaning	SAS Group	CFN	6,184	16.7	85
10	Meaningful Beauty Ultra	Guthy-Renker	-	2,359	15.32	157
11	TacLight	Emson	Paddock	6,312	15.24	115
12	Copper Fit Energy Socks	IdeaVillage	Blue Reef	4,060	12.77	100
13	Bye Bye Foundation	It Cosmetics	-	1,631	12.71	99
14	ReColor	Avento	Adcomm	5,472	12.12	91
15	Magic Tracks	Ontel	Schwartz	5,365	11.46	106
16	Red Copper Pan	Telebrands	Schwartz	3,709	10.9	91
17	Roto Clipper	Allstar	Concepts	4,026	10.89	74
18	Wonder Wallet	Allstar	Monte-Brooks	4,152	10.49	80
19	EverBrite	Ontel	Kerrmercials	2,759	9.52	130
20	Copper Fit Step FX	IdeaVillage	Blue Reef	6,341	9.17	56
21	Atomic Beam USA	Telebrands	Sullivan	3,315	8.47	98
22	In Styler	Tre Milano	-	4,513	8.41	49
23	Zap!	Zap!	-	5,665	8.19	68
24	Teeter Hang Ups	STL International	-	3,473	7.25	186
25	Waterpik Flosser	Water Pik	-	5,738	6.87	166
26	Red Copper Square Pan	Emson	Schwartz	1,823	6.44	59
27	Pocket Hose Top Brass	Telebrands	Kerrmercials	1,805	6.17	39
28	Knot Out	Allstar	Concepts	2,234	6.12	74
29	Simply Straight	Ontel	Blue Moon	2,830	6.03	46
30	Star Shower	Telebrands	Cole	2,101	5.54	38
31	Crepe Erase	Guthy-Renker	-	896	5.99	180
32	Lazer Bond	Telebrands	Schwartz	2,208	5.94	134
33	Swerve Ball	IdeaVillage	-	3,609	5.73	25
34	Copper Fit Pro Series	IdeaVillage	Blue Reef	2,470	5.65	96
35	2016 \$50 Gold Buffalo	NCM	Paddock	3,609	5.73	25
36	1 Second Slicer	Trisales	Opfer	1,733	5.47	96
37	Hydro Mousse	Eagle Eye	123	4,312	5.46	114
38	Comfort Click Belt	IdeaVillage	Sullivan	1,688	5.32	81
39	Rocket Copters	IdeaVillage	NexTV	4,760	5.39	90
40	TastingRoom.com	L18 Holdings	-	6,200	5.26	122
41	Rodent Sheriff	Trisales	Opfer	3,648	4.95	103
42	Meaningful Beauty Advanced	Guthy-Renker	-	789	4.89	73
43	Orbitrim	Allstar	Dynamic TV	3,440	4.5	58
44	Scratch+Aide	SAS Group	Hutton-Miller	1,990	4.31	149
45	Booty Max	Tekno Products	Monte-Brooks	1,086	4.28	24
46	Handy Heater	Ontel	Blue Moon	924	3.42	54
47	Copper Chef	Tristar	-	2,521	3.74	99
48	Smart Swab	Telebrands	Bluewater	1,363	3.71	58
49	Wipe New Headlight Restore	Avento	-	1,829	3.66	134
50	Copper Fit Gripper Socks	IdeaVillage	Blue Reef	1,863	3.59	22

Source: DRMetrix, 12/28/2015-12/25/2016, Short Form Products