



2017 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPEND INDEX	WEEKS
1	Proactiv+	Guthy-Renker	-	17,644	100	186
2	Flex Tape Clear	Swift	-	8,987	35.48	73
3	Finishing Touch Flawless	IdeaVillage	Blue Reef	5,252	33.75	65
4	Spin Spa	IdeaVillage	Sullivan	3,741	24.02	49
5	Copper Fit Energy Socks	IdeaVillage	Blue Reef	2,720	21.6	100
6	Hurricane Spin Scrubber	Telebrands	Cole	4,276	18.46	97
7	Copper Fit Back Pro	IdeaVillage	Blue Reef	3,764	17.21	170
8	Comfort Click Belt	IdeaVillage	Sullivan	4,693	16.84	81
9	Lipozene	Obesity Research	-	6,720	15.46	186
10	Simply Fit Board	Allstar	Kingstar	2,674	14.86	109
11	Bell+Howell TacLight Lantern	Emson	Paddock	3,340	14.72	89
12	Grab It	Allstar	Cole	1,691	14.34	59
13	Atomic Beam Lantern	Telebrands	Kerrmercials	4,262	13.73	78
14	MicroTouch Solo	IdeaVillage	Blue Reef	3,522	13.24	56
15	Air Hawk	Ontel	Infomercials Inc.	5,126	12.87	87
16	MicroTouch Tough Blade	IdeaVillage	Blue Reef	2,662	12.6	145
17	Wonder Bible	Allstar	Monte-Brooks	2,105	12.32	47
18	Lo-Bak TRAX	Allstar	Kingstar	3,043	12.26	61
19	Relief Wrap	Ontel	Blue Moon	2,451	12.14	32
20	Teeter Hang Ups	STL International	-	3,484	12.12	186
21	Red Copper 5 Minute Chef	Telebrands	Schwartz	1,500	11.27	41
22	Copper Fit Balance	IdeaVillage	Blue Reef	2,159	11.56	67
23	Fuller Brush Roto Sweep	SAS Group	Hutton-Miller	1,734	11.13	67
24	Air Dragon	Telebrands	Bluewater	4,752	11.07	86
25	Pocket Hose Brass Bullet	Telebrands	Kerrmercials	2,280	11.06	48
26	Rocky Mountain Tumbler	Ontel	Blue Moon	3,243	10.98	57
27	Yoshi Copper Grill Mat	IdeaVillage	Kerrmercials	3,216	10.86	53
28	Miracle Bamboo Cushion	Ontel	Infomercials Inc.	2,319	9.52	75
29	Bell+Howell TacLight	Emson	Paddock	2,588	9.51	115
30	Futzuki	Top Dog	Hutton-Miller	2,977	9.36	97
31	Gotham Steel Pan	Emson	Cole	1,755	8.96	142
32	Toppik	Church & Dwight	-	810	8.91	57
33	Bell+Howell Tac Glasses	Emson	Paddock	1,463	8.85	55
34	Clorox ScrubTastic	Emson	Hutton-Miller	3,037	8.7	75
35	Sock Slider	Allstar	Hutton-Miller	1,385	8.4	46
36	BetterBrella	Emson	Cole	2,727	8.38	99
37	Hurricane Spin Broom	Telebrands	Sullivan	1,351	8.3	42
38	Gotham Steel Crisper Tray	Emson	Cole	2,304	8.28	46
39	Meaningful Beauty Ultra	Guthy-Renker	-	2,678	9.1	157
40	Hover Cover	Allstar	Hutton-Miller	1,415	8.22	45
41	Climb Cart	Telebrands	Bluewater	2,365	8.18	69
42	RoboTwist Can Opener	Emson	Paddock	3,101	8.19	113
43	RainBrella	Avento	-	2,043	8.15	41
44	Copper Chef Grill Mat	Tristar	-	1,416	7.96	38
45	Star Shower Slide Show	Telebrands	Concepts	1,302	7.79	24
46	Baseboard Buddy	Allstar	Monte-Brooks	1,127	6.93	79
47	Hurricane FurWizard	Telebrands	Cole	1,241	6.89	57
48	Red Copper Square Dance Pan	Telebrands	Schwartz	1,056	6.75	40
49	Copper Fit	IdeaVillage	Blue Reef	2,731	6.57	180
50	Multi-Cut	Allstar	Opfer	1,521	6.51	57

Source: DRMetrix, 12/26/2016-12/31/2017, Short Form Products