



# 2018 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPEND INDEX	WEEKS
1	Flex Glue	Swift	-	12,293	9.4	56
2	Flawless Legs	IdeaVillage	Blue Reef	8,741	8.82	65
3	MagicBax	Allstar	Launch DRTV	11,138	8.69	66
4	Flawless Brows	IdeaVillage	Blue Reef	9,507	8.29	42
5	Arctic Air	Ontel	Blue Moon	7,711	7.4	30
6	Bavarian Edge	Telebrands	Intellivision	9,966	7.37	71
7	Free TV Key	Tristar	-	4,146	7.32	170
8	GraniteRock	Emson	Hutton-Miller	7,919	7.23	37
9	Bell+Howell Disk Lights	Emson	Opfer	7,886	6.95	61
10	HD Vision Special Ops	IdeaVillage	Morgan James	8,924	6.93	66
11	Flex Tape Clear	Swift	-	12,173	6.93	98
12	Bell+Howell Tac Glasses	Emson	Paddock	8,679	6.18	87
13	Hearing Assist	Avento	-	1,798	5.57	45
14	Copper Fit Advanced Back Pro	IdeaVillage	Blue Reef	6,877	5.49	54
15	Finishing Touch Flawless	IdeaVillage	Blue Reef	4,949	5.28	95
16	Egglattes	IdeaVillage	Concepts	2,920	5.13	61
17	Gotham Steel Pan	Emson	Cole	3,891	4.67	174
18	Bell+Howell Tac Visor	Emson	Paddock	8,304	4.51	49
19	Bell+Howell LightBar	Emson	Bluewater	5,278	4.3	97
20	Wonder Bible	Allstar	Monte-Brooks	5,072	4.14	79
21	NutriSlicer	Emson	Hutton-Miller	5,925	3.94	61
22	MicroTouch Solo	IdeaVillage	Blue Reef	6,117	3.84	86
23	Atomic Beam Magic Ear	Telebrands	Kerrmercials	3,580	3.4	38
24	Fuller Full Crystal	SAS Group	Hutton-Miller	4,046	3.09	40
25	Nerve Pain Away	Top Dog	Hutton-Miller	5,918	2.92	68
26	Egg Sitter	Telebrands	Cole	2,947	2.62	63
27	Own Zone	Allstar	Hutton-Miller	2,606	2.4	38
28	Derma Suction	Telebrands	Sullivan	5,004	2.35	42
29	Atomic Lighter	Telebrands	Sullivan	3,491	2.29	62
30	Atomic Beam SunBlast	Telebrands	Kerrmercials	3,395	2.2	40
31	Bell+Howell TacLight Elite	Emson	Paddock	3,026	2.17	58
32	Trumpy Bear	Exceptional	-	4,384	2.11	77
33	Boxy Girls	Jay at Play	Hutton-Miller	4,968	2.06	47
34	Magic Pad	Ontel	Schwartz	3,521	2.05	35
35	Copper Fit Balance	IdeaVillage	Blue Reef	2,927	1.72	70
36	Air Dragon	Telebrands	Bluewater	901	1.69	98
37	Atomic Beam Battle Vision	Telebrands	Sullivan	3,982	1.62	47
38	Yoshi Copper Grill Mat	IdeaVillage	Kerrmercials	2,285	1.61	59
39	Color Doctor	Telebrands	NexTV	1,308	1.6	104
40	Pocket Hose Brass Bullet	Telebrands	Kerrmercials	2,450	1.49	60
41	Atomic Beam CopCam	Telebrands	Bluewater	4,938	1.34	28
42	Fuller Brush Pane DR	SAS Group	Hutton-Miller	1,704	1.28	43
43	Reheatza	Allstar	Schwartz	1,125	1.26	28
44	Dream by Genie	Tristar	-	1,265	1.22	55
45	Bell+Howell TacLight	Emson	Paddock	2,764	1.1	147
46	SeatPets	Jay at Play	Hutton-Miller	2,399	1.07	54
47	Fast Ball	Telebrands	Kerrmercials	1,256	1.05	20
48	My Foldaway Mirror	Emson	Hutton-Miller	1,660	1.04	66
49	Better Brella	Emson	Cole	716	1.04	131
50	RoboTwist Can Opener	Emson	Paddock	782	1.03	145

Source: DRMetrix, 1/1/2018-12/30/2018, Short Form Products (120s & 60s), Baseline Spend Index: Proactiv (100)