



2020 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	AIRINGS	SPENDING	WEEKS
1	Copper Fit Energy Plus Socks	Ideavillage Products	Blue Reef	19,989	\$19,339,381	111
2	Copper Fit Compression Gloves	Ideavillage Products	Blue Reef	19,878	\$17,581,076	132
3	Flawless Nu Razor	Church & Dwight Co	Blue Reef	11,125	\$16,756,029	57
4	MicroTouch Solo	Ideavillage Products	Blue Reef	14,221	\$15,128,985	195
5	Shine Armor	Ontel Products	Schwartz	7,939	\$12,663,606	41
6	Copper Fit Ice Knee Sleeves	Ideavillage Products	Blue Reef	8,121	\$12,547,934	57
7	Mighty Sight	Ontel Products	Schwartz	9,937	\$11,380,570	99
8	Finishing Touch Flawless	Church & Dwight Co	Blue Reef	4,210	\$10,722,002	52
9	Bell+Howell Bionic Spotlight	E. Mishan & Sons	Opfer	7,963	\$10,017,785	62
10	CleanZone	Top Dog Direct	Hutton-Miller	8,620	\$9,562,888	76
11	Calming Comfort Calming Heat	Allstar Products Group	Hutton-Miller	7,068	\$9,290,164	41
12	Guardwell Face Protector	Ideavillage Products	Blue Reef	7,270	\$8,911,727	47
13	Bell+Howell Tac Shaver	E. Mishan & Sons	Paddock	7,426	\$8,885,821	67
14	Copper Fit Angel Sleeper	Ideavillage Products	Blue Reef	7,972	\$8,779,826	63
15	Copper Fit Advanced Back Pro	Ideavillage Products	Blue Reef	11,133	\$8,473,562	164
16	GraniteStone / GraniteRock	E. Mishan & Sons	Hutton-Miller	10,099	\$8,446,662	113
17	Hearing Assist	The Avento Corporation	-	1,947	\$7,643,363	154
18	Flawless Dermaplane GLO	Church & Dwight Co	Blue Reef	4,077	\$7,597,916	73
19	Nutri Chopper	E. Mishan & Sons	Opfer	6,311	\$7,346,813	90
20	Happy Nappers	Allstar Products Group	Hutton-Miller	10,712	\$7,143,751	54
21	Bell+Howell Tac Visor	E. Mishan & Sons	Paddock	4,366	\$6,960,668	158
22	Gotham Steel Pan	E. Mishan & Sons	Cole	3,610	\$6,940,642	270
23	Atomic Beam Battle Vision	Telebrands (Bulbhead)	Sullivan	4,396	\$6,162,738	156
24	HD Vision Special Ops	Ideavillage Products	Morgan James	3,815	\$5,720,980	137
25	Walkfit Orthotics	Ideal Living Direct	-	7,090	\$5,532,688	328
26	GraniteStone Stackmaster	E. Mishan & Sons	Hutton-Miller	4,664	\$5,474,777	69
27	2020 Battle For The White House	Telebrands (Bulbhead)	Sullivan	7,416	\$5,415,393	65
28	Bionic Flex Pro	E. Mishan & Sons	Best Buys	3,115	\$5,364,623	55
29	Fuller Full Crystal	SAS Group	Hutton-Miller	3,459	\$5,228,364	147
30	Star Belly Dream Lites	Ontel Products	Hutton-Miller	6,199	\$5,113,121	47
31	Pocket Hose Silver Bullet	Telebrands (Bulbhead)	Kerrmercials	3,367	\$4,947,159	105
32	Touchscreen Purse	Allstar Products Group	Kingstar	1,884	\$4,764,657	48
33	Contour Legacy Leg Pillow	Contour Products	-	6,123	\$4,716,040	97
34	Atomic Beam Night Hero	Telebrands (Bulbhead)	Sullivan	3,189	\$4,684,315	83
35	Flexible Mirror	E. Mishan & Sons	Hutton-Miller	4,769	\$4,544,739	124
36	Forged In Fire Knife	A&E Television Networks	Bluewater	9,282	\$4,543,595	117
37	Cup Call	Telebrands (Bulbhead)	Cole	3,888	\$4,514,314	50
38	No Stitch	E. Mishan & Sons	Best Buys	4,291	\$4,486,700	70
39	Copper Wear Mask	Tristar Products	-	2,980	\$4,461,014	37
40	PowerFit Elite	Tristar Products	-	3,175	\$4,188,596	63
41	Gotham Steel Stackmaster	E. Mishan & Sons	Cole	2,442	\$4,104,721	64
42	Egg Pod	E. Mishan & Sons	Paddock	2,613	\$4,042,243	65
43	CaraMia	Allstar Products Group	Launch DRTV	2,925	\$3,944,564	55
44	Mission Instant Cooling Gear	Allstar Products Group	Strand	7,249	\$3,740,122	22
45	Alien Tape	E. Mishan & Sons	IntelliVision	2,140	\$3,724,795	61
46	Hempvana Pain Cream	Telebrands (Bulbhead)	Bluewater	4,782	\$3,678,308	109
47	Gotham Steel Hammered Design	E. Mishan & Sons	Cole	1,534	\$3,480,162	78
48	Hempvana HydroClean	Telebrands (Bulbhead)	Bluewater	2,314	\$3,473,919	15
49	Pillow Pad	Ontel Products	Hutton-Miller	2,223	\$3,420,769	87
50	Snackeez	Ideavillage Products	Morgan James	5,154	\$3,316,317	111

Source: DRMetrix, 12/30/2019 thru 12/27/2020, AsOnTV Retail Rankings (120s & 60s)