



2021 The True Top 50 ANNUAL



RANK	CAMPAIGN	MARKETER	PRODUCER	WEEKS
1	Copper Fit Never Lost Face Mask	Ideavillage Products	Blue Reef	58
2	MicroTouch Titanium Trim	Ideavillage Products	Blue Reef	69
3	Bell+Howell Bionic Spotlight	E. Mishan & Sons	Opfer	106
4	Copper Fit Ice Knee Sleeves	Ideavillage Products	Blue Reef	101
5	Bell+Howell Bionic Floodlight	E. Mishan & Sons	Opfer	50
6	GraniteStone Blue	E. Mishan & Sons	Hutton-Miller	71
7	Copper Fit Energy Plus Socks	Ideavillage Products	Blue Reef	154
8	MicroTouch Titanium Max	Ideavillage Products	Blue Reef	35
9	Gotham Steel Stack Master Cookware	E. Mishan & Sons	Hutton-Miller	108
10	Nutri Chopper	E. Mishan & Sons	Opfer	134
11	Bell+Howell Tac Shaver	E. Mishan & Sons	Paddock	112
12	MicroTouch Solo Titanium	Ideavillage Products	Blue Reef	45
13	Copper Fit Compression Gloves	Ideavillage Products	Blue Reef	175
14	GraniteStone Stackmaster	E. Mishan & Sons	Hutton-Miller	113
15	Copper Fit Advanced Back Pro	Ideavillage Products	Blue Reef	207
16	Gotham Steel Hammered Design	E. Mishan & Sons	Cole	123
17	GraniteStone / GraniteRock	E. Mishan & Sons	Hutton-Miller	157
18	Cool Turtle	Telebrands (Bulbhead)	Bluewater	61
19	Lucinda's Kitchen Spurtle	Kalorik / Team International	-	80
20	Walkfit Orthotics	Ideal Living Direct	-	366
21	Happy Nappers	Allstar Products Group	Hutton-Miller	97
22	Pixicade	Allstar Products Group	Hutton-Miller	57
23	CleanZone	Top Dog Direct	Hutton-Miller	120
24	Copper Fit Angel Sleeper	Ideavillage Products	Blue Reef	72
25	ID Police Identity Protector	Telebrands (Bulbhead)	Kerrmercials	33
26	Finishing Touch Flawless Salon Nails	Church & Dwight Co	Blue Reef	41
27	Stretch and Fresh Containers	E. Mishan & Sons	Opfer	64
28	Bell+Howell Spin Power	E. Mishan & Sons	IntelliVision	98
29	Bell+Howell Swivel Power	E. Mishan & Sons	IntelliVision	45
30	Star Belly Dream Lites	Ontel Products	Hutton-Miller	92
31	Ruby Sliders	Telebrands (Bulbhead)	Cole	32
32	Copper Fit Guardwell Face Protector	Ideavillage Products	Blue Reef	55
33	Alien Tape	E. Mishan & Sons	IntelliVision	105
34	Hy-Impact Pro Massage Gun	TV Direct	-	69
35	Bell+Howell Triburst LED Light	E. Mishan & Sons	Cole	93
36	Grease Police	Telebrands (Bulbhead)	Sullivan	133
37	Finishing Touch Flawless Pedi	Church & Dwight Co	Blue Reef	38
38	Egg Pod	E. Mishan & Sons	Paddock	108
39	AquaCare	Interlink Products	-	48
40	Arctic Air Brella Shield	Ontel Products	Schwartz	36
41	Sharper Image Calming Heat	Allstar Products Group	Hutton-Miller	54
42	Mighty Sight	Ontel Products	Schwartz	139
43	Finishing Touch Flawless Cleanse Spa	Church & Dwight Co	Blue Reef	15
44	Gotham Steel Pan	E. Mishan & Sons	Cole	314
45	Snackeez	Ideavillage Products	Morgan James	123
46	Bell+Howell My Foldaway Fan	E. Mishan & Sons	Hutton-Miller	85
47	Fuller Full Crystal	SAS Group	Hutton-Miller	187
48	Bell+Howell Tac Visor	E. Mishan & Sons	Paddock	199
49	BattleVision Storm	Telebrands (Bulbhead)	Sullivan	24
50	Safety Can Express	Telebrands (Bulbhead)	Kerrmercials	83

Source: DRMetrix, 12/28/2020 thru 12/26/2021, AsOnTV Retail Rankings (120s & 60s)