

## **Raymond Entertainment Direct's Patrick Raymond To Moderate Panel at ERA D2C Convention**

LOS ANGELES —On Tuesday, September 13, **Raymond Entertainment Direct's Patrick Raymond** will moderate the panel discussion **"Introducing Mainstream Companies and Brands to Direct Response"** at the ERA 2011 D2C Convention. As direct response continues to gain credibility as a lucrative marketing channel, more and more well-known, mainstream brands and companies are willing to utilize direct response to broaden their traditional marketing mix. This session will focus on best practices for DR marketers to help explain the value of direct response to traditional brands and retailers and also how to navigate the waters with these brands toward a successful DR campaign once they're committed. Raymond will be joined by panelists' Cindi Anderson, an executive DRTV strategist and consultant; Karla Crawford Kerr, director of business development and corporate relations at Hawthorne Direct; and Michael Ehrman, consultant and marketer at Direct Development, who collectively have worked with brands such as Apple, Brookstone, GlaxoSmithKline, Johnson & Johnson, Nikon, Nissan, Procter & Gamble, The Humane Society and The Sharper Image, to name a few. Raymond is CEO/Executive DRTV Strategist and Creative Director at Raymond Entertainment Direct (RED), a leading direct response television creative agency and production center based in Los Angeles. For more information on RED, call (323) 785-4700 or visit us on the web at [www.raymondentertainment.com](http://www.raymondentertainment.com).