



Biolab Selects Left Field Creative to Launch New Ice Melt Product; Agency Develops Pioneering Direct Response Marketing Technique for A Breakthrough Product

Officials for BioLab, Incorporated, makers of The Works brand products, announced today that they would be rolling out their new liquid De-Icer, via an unusual, A pioneering marketing campaign created by Left Field Creative.

Atlanta, GA ([PRWEB](#)) February 17, 2005 -- St. Louis-based Left Field Creative, a self-described A micro-agency, specializing in strategic and creative developmentA, created a vehicle which could possibly provide a total marketing platform for all of BioLabAs products.

At the request of BioLab, Left Field was asked to connect with consumers via A some form of direct response TV. A The agency, having never worked in the area of DRTV, embarked on an unusual path, developing a concept that BioLab officials A never dreamed of. A

Rather than a typical A call nowA type spot, Left Field developed a concept, around a shopping channel theme, called A The Sixty Second Shopping Network. A

A We wanted something that didnA feel like a company selling directly to you, something comfortable where we could download tons of information but be approachable and conversational, something that didnA shout and turn people off, A commented Left FieldAs Bill Shelton.

A What happened on-set was fantastic. Our hosts did an incredible job. ThereAs a kind of live feel to the whole thing. And we achieved the prime objective of making the spot more than just a commercialA itAs a mini-program, a little shopping network selling unusual products. Anything in BioLabAs line can work in this formatA the concept has infinite flexibility. A

Left Field enlisted St. Louis-based Penguin Productions to handle shooting and post production, with Shawn Klein serving as Director/Cameraman.

A I had worked with Left Field before and knew to expect the unexpected, A said Art Serrano, Vice President, Marketing for The Works brand. A But when they presented this concept, everyone in the room knew this was something special. Something really big that would impact our efforts. A

A The best thing about all of this is the product, A added Shelton. A This is the same liquid de-icer state road crews and airports use. IA ve never seen anything quite like it. The product should change the entire industry. A

The Works De-Icer works differently than traditional A top-downA formulas and salts that melt from the surface of the ice to the base. The Works liquid penetrates ice, then melts it from the inside out, causing ice to break apart when touched.

A We wanted this product to be truly safe, A added Serrano. A Safe on surfaces, on interiors where it couldnA be tracked in, and safe to use around kids, pets and plants. You can even use the liquid on your car



windshield.Â

Expected to be popular in harsh weather states, The Works De-Icer is effective at temperatures of Â°20Â°. It can also be sprayed on surfaces up to 72 hours before a storm, to keep ice from forming.

ÂThereÂs room for future growth beyond the initial surge,Â concluded Shelton. ÂThe auto windshield market is substantialÂIÂd love to never again scrape a windshield. And the upside of the pet market could be huge. I can see pet retailers clamoring for thisÂa truly pet safe ice melt that wonÂt leave paw prints or substances that could damage surfaces.Â

Television spots are scheduled for release in key markets with timing contingent upon winter weather and ice storms.

Founded in 1996 by Shelton and his partner Terri Lacey, Left Field Creative opened at the behest of their first client, CITGO Petroleum. Since then, the creative duo has carved out a diverse mix of national and regional clients.

BioLab is the worldÂs largest supplier of swimming pool and water treatment chemicals. With the recent acquisitions of industry veterans Lime-O-Sol and A&M (makers of several popular household products and automotive cleaners & degreasers), BioLab now offers customers an even wider range of consumer packaged goods across the homecare industry.

The newly formed HomeCare Labs division brings together six different brandsÂincluding leading pool and spa care chemicals formerly marketed under the Recreational Water Products (RWP) name. These brands include The WorksÂ®, Greased LightningÂ®, Orange BlastÂ®, AquaChemÂ®, PoolTimeÂ®, & SpaTimeÂ®, positioning HomeCare Labs as the industryÂs all-inclusive supplier of value-added household products for the home and pool.

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