



# 2nd Annual AdSphere™ Awards - Recognizing Top Television Advertisers

*Progressive, Nutrisystem and Guthy-Renker, Proactiv+, Idea Village, and My Pillow among those being honored*

SAN DIEGO, CALIFORNIA, USA, February 12, 2018 /EINPresswire.com/ -- SAN DIEGO- (February 12, 2018) -- DRMetrix, the leading research company for the direct response television industry announces the 2nd annual AdSphere™ Awards honoring the most effective direct response television advertisements airing on national television outlets in 2017.

DRMetrix created the AdSphere Awards to honor the top advertisers and brands in the industry. The awards presentation will take place at [MTC EXPO 2017](#), the annual tradeshow for media, technology, and commerce leaders. AdSphere Awards is the first awards program to be inclusive of the entire DRTV industry with advertisers such as Sling Television, Vista Print, Zillow, Credit Karma, Home Advisor, Trivago, and many others being honored.

“The AdSphere awards recognize best-of-class advertisers across four industry classifications including short-form products, lead generation, brand/direct, and 28.5-minute infomercials,” said Joseph Gray, AdSphere Awards founder and CEO of DRMetrix. “Performance-based campaigns achieving this level of scale demonstrate consumer popularity and also best-in-class creative and media execution. The AdSphere Awards are the most inclusive ever for the DRTV industry recognizing nearly 70 honorees including all of our best-of-category award recipients.”

AdSphere monitors a universe of 120+ national networks on a 24/7/365 basis. In just over three years, AdSphere has identified over 7,900 brand-direct and direct response brands. In addition to detecting over 278,000 infomercial (28.5 minute) airings, AdSphere has detected over 26 million spots of varying creative lengths up to five minutes in duration at an estimated valuation of \$7.8 billion dollars in 2017 alone. The awards recognize top brands across a wide range of industry categories representing all facets of the DRTV industry. AdSphere segmented DRTV campaigns across 20 major categories and 145 sub-categories. The complete list of “Best of Category” AdSphere Award winners for 2017 is online at [www.drmetrix.com/adsphere-awards.html](http://www.drmetrix.com/adsphere-awards.html)

In addition to the “Best of Category” awards, the following top six advertisers of 2017 will receive the coveted AdSphere Award:

2017 AdSphere™ Award Winners – Top Six Categories



1. Advertiser & Brand of the Year  
Classification -Brand/Direct  
Progressive

2. Advertiser & Brand of the Year  
Classification - Lead Generation  
Nutrisystem

3. Advertiser of the Year  
Classification – Short-Form Products  
IdeaVillage

4. Advertiser & Brand of the Year  
Classification – Long-Form  
Guthy-Renker – Meaningful Beauty

5. Brand of the Year  
Classification – Short-Form Retail Products  
Pillow with a Heart – My Pillow

6. Brand of the Year  
Classification – Short-Form Products  
Proactiv+

About DRMetrix

DRMetrix, the industry's leading television research company, monitors over 120 national TV networks 24/7/365, tracking all short-form, 5-min, and long-form commercials including web address, mobile app response, SMS, or toll free number. The AdSphere™ Awards recognize top direct response television advertisers and brands across Brand/DR, Lead Generation, Short-Form Product, and Long-Form industry classifications.

For more information, please visit [www.drmetrix.com](http://www.drmetrix.com)

Joseph Gray  
DRMetrix LLC  
951-775-4311  
email us here

---

This press release can be viewed online at: <http://www.einpresswire.com>

Disclaimer: If you have any questions regarding information in this press release please contact the company listed in the press release. Please do not contact EIN Presswire. We will be unable to assist you with your inquiry. EIN Presswire disclaims any content contained in these releases.

© 1995-2018 IPD Group, Inc. All Right Reserved.