

# Infomercials On Late Night TV

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Of late the infomercials were banging the late night T.V. I was in attending an underground theatre show that had a multi media approach. The play showed actors living true lives and huge screen just above the head with Stepford like anchors jamming infomercials at both the characters and the viewers. The show because of those infomercials was quite insightful, futuristic and Big Brotherish.

But the modern theatre aside, manifestly, in the "real" world, infomercials are profitable forms of advertising. Anyway, that's the claim about the claims, anyway. It has got sense as these unique creatures are telecasted in the wee hours. At that time, those awake and glued to the infomercials are either under half stupor due to tiredness, drinking or pills. Or some are insomniacs whose brains visit the dark side right about then or are unemployed, less attentive peoples who are carried away by the magic of full moons and potato mashers who tell you future by the lumps

Next is the size of the advertisers "acting" in these infomercials. They are loud, campy, theatrical, way too cheerful, and yet, as flexible as seem to come off as the most real, simple, or most honest folks on TV. They are eager, zealous, joyous, and shocked about and by the product being promoted by the host who is sharp, adept, and good knowledgeable. Further more there's what one ant-infomercials blogger want us to remember is the thing that in reality sells the strange thing called "Repetitive Reinforcement". They exhort you want and need it very often and you will certainly need that.

Next there is the uniqueness or originality of the products the infomercials show. Coupled with the exaggeration of the vendor, the features of the most of the products stand out in some queer, unusually fun or useful way. In reality some are damaging too. If infomercials experts are to believed as they say on the misguiding facts, some of the vitamins do not even work, some of the product break or damage and some are yet based on misleading or wrong advices. For example let's consider the Kevin Trudeau situation. He sold books that tell people to give up customary medicine—such people followed and got death. He made millions before being banished. It is for this reasons I say infomercials are lucrative for many. He has, however, before being banned—finally—from infomercials altogether, made millions. That's why I say the infomercials are profitable for many. There are so many who are up late, stoned, tired, and susceptible to the compelling lull or drilling of new ideas and materials. Hey, I am not exempt. I still need one of those vacuum storage bag dealies, because I can see the magic of the suction collapse and make more manageable all the sweaters I have.