



ABOUT US

Caudill & Associates, Inc. is one of the most successful independent production companies in the increasingly popular world of direct response commercials and transactional programming.

At Caudill & Associates, Inc., our ongoing success is due to our experience, craft, and understanding of how to seamlessly blend the best elements of quality traditional brand advertising with sound direct response strategic thinking.

To date, Caudill & Associates, Inc. has produced over five hundred commercials and infomercials and generated over one billion dollars in sales. We have a proven track record for consistently developing and producing some of the most successful direct response campaigns in the history of the genre for a wide variety of products and services.

In an industry where the success rate averages 1 in 10, Caudill & Associates, Inc. has a nearly 70% success ratio.

With an in-house creative team and management staff comprised of senior creative and production personnel, many of whom have been with the company from the beginning, Caudill & Associates, Inc. has established a complete network of producers, directors, writers and composers, each with impressive credentials and awards. These include an Emmy winning art director, an Oscar-winning director of photography and the direct response industry's award winner for "best director."

Since 1986, Caudill & Associates, Inc. has provided complete production and post-production services, with equipment and facilities in-house.