



Darex Work Sharp

We introduced the Work Sharp Knife & Tool Sharpener via Long Form DRTV national ad in 2012 to a niche target market. We focused on outdoorsmen and sporting channels with a nearly 5x media ROI that help build the Darex brand as they increased their retail distribution channel. Now, Darex is introducing their newest model via Short Form DRTV by leveraging their brand recognition and increasing their target market (mass appeal).



“The Cesari team works closely with us and understands our business and brand goals. They have been an integral partner in all aspects of our TV sales and marketing success for our Work Sharp and Drill Doctor brands.”

*Ryan Folkestad
Director of Marketing
Darex, LLC.*