

POPULAR TV ADVERTISER STEPS DOWN



The longtime CEO, Ron Bliwas, of the A. Eicoff & Co, an agency that is headquartered in Chicago and is best known for working with television advertising, had made an announcement that he will be stepping down. Bliwas has been working with the DRTV agency for 32 years and is a veteran of the business. He is also the man who claim credit for coming up with the popular salesman phrase, "or your money back." Bliwas did magical things for the agency, taking it from its usual late-night advertisements to all types of advertisements featured all throughout the day, all of which can related to different consumers. Some of the companies that were advertised for include Walgreen and The Scooter Store, a popular company known for providing scooters to older individuals. One of the main reasons Bliwas chose to step down is because television advertising is becoming less popular as online advertising and digital advertising seem to be taking over. Bliwas stepped down and handed his position over to Bill McCabe. Bliwas believes that McCabe will be an exceptional leader, especially because he knows a lot about digital media already. Bliwas believes that McCabe is better equipped to help the agency with moving forward and transitioning with the times, doing more online advertising in the future. Bliwas is 69 years old and worked with the company for many decades. While he stepped down from his position, he will continue to participate with the agency, working as a chairman instead. McCabe is far younger, only 27 years old. However, even with his young age, he is moving up from his original position as the executive vice president for the company. He has experience working with the different accounts that the company works with, including UnitedHealthCare, AARP, and even Genworth Financial. The Eicoff Advertisement Agency is in charge for creating all sorts of advertisements, along with producing these advertisements and placing them onto television programs. They have been in business for quite a while, always following trends so that they are on top of their game. The agency has continuously grown over the years and currently has about 120 employees. The agency was first founded near the beginning of an era when televisions were first introduced. The founder was Alvin Eicoff himself, the person that the agency is actually named after. Eicoff is the person responsible for offering commercial demonstrations on different products and how they work, engaging audiences and helping them make the decision to buy these products that were being advertised. The agency has since worked with various different sellers, which includes the Decoregger and TV Magic Cards. Later on in the future, Bliwas became the CEO and basically changed the way that the agency was going as a way of attracting some of the most popular Fortune 500 Companies.

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