By Jordan Pine



STARRY NIGHT

Description: A projection alarm clock

Main Pitch: "Color-changing light shows and calming nature sounds ... soothe you to sleep"

Main Offer: \$19.99 for one

Bonus: Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.StarryNiteClock.com

Rating: 3 out of 5 $\star \star \star \Rightarrow \Leftrightarrow \Leftrightarrow$

I often think of mythology when thinking about the DRTV industry. The way bright-burning hits flame out, disappear completely and are reborn a decade later reminds me of the **Phoenix**. The way DRTV marketers sequentially fail with the same product, oblivious to the fate of their peers, reminds me of sailors under the spell of the deadly **Siren**. And when I think

about this project, yet another mythical image springs to mind — that of the self-eating serpent or **Ouroboros**. As a symbol, it represents "cycles that begin anew as soon as they end," according to Wikipedia. That's a good way



to describe the hopeful strategy here. As Ontel's **Dream Lites** reaches its natural end, TELEBrands is attempting to begin the cycle anew with another projection product. Since there is generally "only room for one," and since it takes many years for a Phoenix to rise again, the "Ouroboros Strategy" would appear to be an expedient means of capitalizing on a competitor's recent success. Whether or not the strategy works remains an open question.

WHAT MAKES UP THE SCIMARK SEVEN (S7)?

The **PRODUCT** should be: (1) needed; (2) targeted; and (3) different. The **CATEGORY** should be: (4) un-crowded. The **COMMERCIAL** should be: (5) engaging; (6) motivating; and (7) clear.



INSTANT 20/20

Description: Adjustable eyeglasses

Main Pitch: "Now you can have instant 20/20 in any situation"

Main Offer: \$29.99 per pair

Bonus: None

Marketer: IdeaVillage Products

Website: www.GetInstant2020.com

Rating: 3 out of 5 $\star \star \star \star \Leftrightarrow \Leftrightarrow$

To be honest, I don't know what to make of this product. My gut instinct is to discount it quickly as a bizarre product that no one in his or her right mind would wear or want, but lack of experience in this category stops me short. That and my gut liked those super-dorky binocular glasses (**Zoomies**) that appear to be doing well on DRTV. The only thing I know for certain: the price point is \$10 too high for DRTV.

inap25train

BONUS

SNAP 2 STRAIN

Description: A kitchen strainer **Main Pitch:** "Fits virtually all of your pots, pans, skillets and bowls ... just fit, snap and drain"

Main Offer: \$10 for one

Bonus: Spill Stopper (just pay S&P)

Starring: Marc Gill

Marketer: SAS Group

Website: www.Snap2Strain.com

Rating: 3 out of 5 $\star \star \star \star \Leftrightarrow \Leftrightarrow$

Lots of great demos make this a compelling commercial, which in turn makes the product more appealing than it would otherwise be. Strip away the great creative and the great presenter — and this is really just a better version of **G-Spout**, a product that failed thrice on DRTV: Once as **Wonder Pour**, once as **Pourtastic** and once with its terrible name intact. (This should go without saying, but names that evoke images of genitalia should not be used for food products.) That said, the Schwartz production team is especially good at taking otherwise mundane kitchen products — *e.g.*, a tortilla pan — and making them exciting enough to sell. We'll see if they can pull it off again.



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