

## SCIMARK REPORT

BY JORDAN PINE

## DUELING LAMPS



## POCKET LAMP

**Main Offer:** \$12.99 for one**Bonus:** Second one (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.GetPocketLamp.com](http://www.GetPocketLamp.com)**Rating:** 2 out of 5 ★★☆☆☆

## QUICK BRIGHT

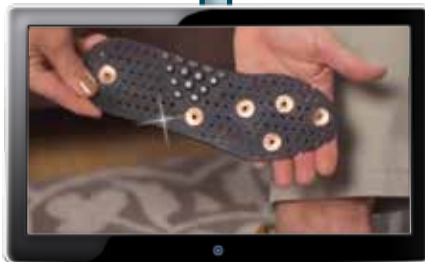
**Main Offer:** \$10 for one**Bonus:** Second one (just pay P&H)**Marketer:** Allstar Marketing Group**Website:** [www.GetQuickBright.com](http://www.GetQuickBright.com)**Rating:** 2 out of 5 ★★☆☆☆

By the time you read this, the Web addresses at left likely will be dead links, making this another “duel that wasn’t.” My confidence in that prediction is based on the fact that lighting has become one of the biggest “Siren” categories in DR — and not just for the usual reason (lack of originality). It’s such a tricky category that all of the tools we marketers use these days to mitigate risk tend to point in the wrong direction. Lights sell great in catalogs and online, consumers will tell you they love them and even online sales testing (*i.e.*, Web testing) typically comes back positive. But it’s a trap. I know this from experience, having put two lights on TV that passed every preliminary test with flying colors. Needless to say, both projects ended in unexpectedly high CPOs. Sometimes veteran marketers ignore negative information and go with their gut — an acceptable practice when used in moderation that can result in surprise hits. This is a case where the evidence is so overwhelming that the gut call should go the opposite way and kill the project despite all the positive information being received. To cite just one piece of that evidence: Since **Olde Brooklyn Lantern** blew the doors off in 2012, I’ve logged no less than nine other attempts to get a lantern to work on TV. You don’t know the names because not one made the grade.

## COPPER STEP

**Description:** Copper insoles**Main Pitch:** “The amazing insoles that help revitalize your feet”**Main Offer:** \$12.99 for a pair**Bonus:** Second pair (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.CopperStep.com](http://www.CopperStep.com)**Rating:** 1 out of 5 ★☆☆☆☆

What happens when you take a product in one of DR’s worst categories and add a twist from one of the hottest categories in the industry right now? I guess we’ll find out. As the single star indicates, I am not optimistic. For me it’s less about copper — which has certainly been done to death but is also generating tons of revenue — and more about insoles. There hasn’t been a single legitimate hit in short-form DRTV history. Off the top of my head, I can’t think of another type of product that has been tried this many times without at least one hit to fuel the foolishness.



## RAPID MAC COOKER

**Description:** A microwave cooker**Main Pitch:** “The world’s fastest and easiest way to make mac-and-cheese”**Main Offer:** \$19.99 for two cookers with recipe guide**Bonus:** Third cooker (free), free shipping**Starring:** Chris Johnson**Website:** [www.RapidMac.com](http://www.RapidMac.com)**Rating:** 3 out of 5 ★★★☆☆

I love ramen (specifically Korean Shin Ramyun), but I have to admit that I hated **Rapid Ramen** when I reviewed it in August 2014. My reasoning seemed pretty solid at the time. First, ramen is consumed mostly by college-age people (the inventor was a student at UC Davis), and that is not our core customer. Second, I have never found ramen to be that much of a problem to make. For the non-connoisseur, there are even cups of ramen to which you can just add boiling water, wait a few minutes and *voila!* In any case, I’ve been informed that in addition to being a hit on *Shark Tank*, Rapid Ramen is also a hit on TV — and that keeps me from jumping to conclusions about this new line extension. My DR-trained gut says mac-and-cheese is mostly consumed by people much younger than our core customer. There are even cups of mac and cheese to which you can just add water, microwave for a few minutes and ...



## WHAT MAKES UP THE SCIMARK SEVEN?

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.

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