Pop Em, Dip Em,

Decorate and Devour!

By Jordan Pine

In the April issue of Response, I enjoyed writing a "dueling" products feature. Here, to lead this month's column is another head-to-head matchup.



BAKE POPS

Main Offer: \$19.99 for the kit Bonus: Double the offer (just pay processing) Marketer: TELEBrands Website: www.BuyBakePops.com

TASTY TOP CAKE POPS

Main Offer: \$14.95 for the kit Bonus: Cupcake bakeware (just pay S&H) Marketer: Global TV Concepts Website: www.TastyTop.com

Rating: 2 out of 5 ★★☆☆☆



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

Mahar \$3 Parthet Baha Pepuk

This could have been a much tougher call. Global TV is the company that brought us the **Big Top Cupcake**, the only hit DRTV baking product I can think of that sold on "wow" factor alone. On the other hand, TELEBrands' provess is well established, and they certainly have the edge at retail. The deciding factor for me is the production company — The Schwartz Group. They're the ones that gave the Big Top its "wow," and TELEBrands has them on their side this time around.

That said, I don't like the product much. Years ago, I gave two dueling bakeware items the equivalent of 5 out of 5 stars. They were the **Pancake Puff** and the **Perfect Puff**. Both were pans that made "donut holes" (or what Dunkin' Donuts calls "Munchkins"). I loved the idea of making homemade Munchkins, but both items flopped. These kits make essentially the same treat with the added twist of being able to turn the "puffs" into those trendy "cake pops." However, trendy never works in DR, and Munchkins were much more popular back then than cake pops are now.



YOSHI BLUE

Description: A non-stick skillet Main Pitch: "The amazing new cookware surface that's actually made from pulverized diamonds and nano-ceramic" Main Offer: \$19.99 for one Bonus: Venting glass lid, ceramic mandolin slicer (just pay S&H) Marketer: Tempo 3000 Website: www.YoshiBlue.com

Rating: 4 out of 5 $\star \star \star \star \star \Rightarrow$

In March, I reviewed **StoneDine**, a non-stick skillet and cookware set with a stone coating. "I like this product, and I love the pitch," I wrote. "These pans ... redefine 'non-stick' because food slides right off even if no butter or oil is used. It's amazing to watch in action." Despite that glowing praise, I predicted the campaign would bomb. My reason: the ultimate price of the set was more than \$300 (10 payments of \$29.97). Then a strange thing happened ... Consumers interested in stone cookware took over my blog and started trading information about the product and others like it. Before I knew it, 90 comments had been posted. Although I had been told by several top marketers and producers that non-stick didn't sell anymore, I started to believe there was an opportunity if a single pan with this new coating could be sold for an impulse price point. Well, this item is going to test that theory.

As for the commercial, it's one of the few Blue Moon productions I didn't love at first sight. I think "live" demos of the kind that were used in the StoneDine spot would have been much more effective and credible. I would also have preferred a little less "DR cheese" with regard to the diamond pitch. Finally, the product itself appears cheap. I think it's that glossy blue color, which looks like it was spray-painted on. Despite these credibility issues, however, I wouldn't be surprised if this one found some success.



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