By Jordan Pine

DUELING EGG COOKERS

EZ EGGS

Main Offer: \$10 for two with lifters, separators

Bonus: Two more, holder, separator and EZ Bacon Maker (just pay separate S&P)

Marketer: SAS Group
Website: www.GetEZEggs.com

Rating: 3 out of 5 ★★☆☆



EGG GOURMET

Main Offer: \$10 for two with recipe guide

Bonus: Two more, holder, separator and Bacon Gourmet Tray (just pay a separate fee)

Marketer: TELEBrands

Website: www.GetEggGourmet.com



Rating: 3 out of 5 $\star\star\star$ \star $\dot{\star}$

On my blog (scimark.blogspot.com), I have a regular feature titled "Old Gold?" That's where I usually write about resurrected items like these. But this is the first "Old Gold Duel," so it makes the magazine. The original hit was TriStar's **Egg Wave**, No. 11 on the Jordan Whitney annual for the year 2000. Will history repeat itself? I'm not so sure. On one hand.

not much has changed in 12 years. Families are still in a rush and don't have time to make a good breakfast. The microwave still features prominently in most kitchens. And eggs are as popular as ever, as witnessed by the recent success of Allstar's **Eggies** (No. 31 on my True Top 50 for 2011). On the other hand, fast and healthy breakfast solutions

abound these days, and making "delicious" eggs in the microwave just doesn't sound as credible as it once did. This one could break either way. As for who will win the duel if it's a success: I give the edge to TELEBrands. No DRTV company is as aggressive as they are when it comes to maximizing a hit at retail.

STICK N CLICK

Description: An LED strip light

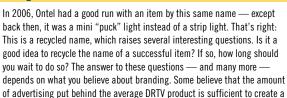
Main Pitch: "Just peel, stick and click — and have all the light you need"

Main Offer: \$10 for two

Bonus: Two more (pay separate P&H)

Marketer: Ontel Products
Website: www.StickNClick.com

Rating: 2 out of 5 ★★☆☆☆



"brand." Others argue that DRTV doesn't generate nearly enough impressions to hit that high bar. I subscribe to the latter belief. Years ago, I did a brand recall study of the best-selling item at that time. We estimated that the average woman had seen the commercial for the female-skewing product at least seven times. Yet when we showed a group of women a picture of the product and asked them to pick the correct name from a list of four or five names, a frighteningly small minority chose the right answer. So my view is: Recycle away! Why the poor rating then? Because, as I have demonstrated on many occasions: the lighting category is dead (at least for now).



NEAT KEEPER

Description: A wallet for women

Main Pitch: "The incredibly elegant, crocodile-embossed wallet that'll give you an organizational edge"

Main Offer: \$10 for one in green, pink

or red

Bonus: Second one (pay a separate fee)

Marketer: TELEBrands

Website: www.GetNeatKeeper.com
Rating: 2 out of 5 ★ ☆ ☆ ☆

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The High Fashion Wallet With An Organizational Edge!



e in Style! Or call 1881 481.

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Here's what I know about the wallet category: Unique wallets for men sell, unique wallets for women do not. On the men's side, there are several hits to talk about going all the way back to the **Magic Wallet** from the Golden Age of DRTV. More recently, Ontel's Slim Clip was a solid hit in 2009. On the women's side, however, it's all failures. For example, at the same time **Slim Clip** was taking off. Allstar was making a smart attempt to expand the Buxton

line with a cell phone holder/wallet. It flopped and so did every other attempt at a woman's wallet thereafter. In fact, the only wallet women have purchased from DRTV in recent history was the **Aluma Wallet** (also a TELEBrands/Sullivan collaboration), but that had a unisex positioning. Thus, my current theory is that once a wallet gets too female — and this one certainly fits the bill with its pink crocodile styling — it becomes unlikely to succeed. The reason, no doubt, is the glut of wallet options available to women from every brand imaginable. It's much like trying to sell a purse on DRTV (also not recommended).

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.



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