SCIMARK REPORT

BY JORDAN PINE

You spend so much time thinking about yourself — how you look and how you feel — but have you ever stopped to think about your furry friends? Are they properly groomed? Do they have fresh breath and white teeth? And are they feeling comfortable in all this heat? Well, the DRTV industry does think about these things … as this month's products make clear.

CHILLOW PET

Description: A Chillow® for dogs

Main Pitch: "Cradles your pet in cooling comfort"

Main Offer: $19.99 for one

Bonus: Pillow cover (just pay P&H)

Marketer: Hampton Direct

Website: *www.ChillowPet.com*

Rating: 3 out of 5 ★★★☆☆

This campaign is already in rollout and topping the DRTV charts, so my review will be based on my initial thoughts. While I recall thinking there was a lot to like, I also thought of three immediate challenges. First, the product is seasonal. True, the warm season is the longest of the seasons, and plenty of DRTV products with this limitation have done well (*e.g.*, **Patch Perfect, Auto Cool**). However, demand for this product will die right as retailers head into their peak selling season (Q4). Second, human pillows of this variety have struggled on DRTV. **Chillow®** was a second attempt after **Chilly Comfort** faltered, and a gel pillow called **Cool 'N Comfy** (script written by yours truly) also failed to roll out. Finally, there is the logistics challenge of managing four product sizes and the price increases that accompany the larger sizes, which take the product out of the 'impulse purchase' range.

BRUSH NO MORE

Description: A dental supplement for pets

Main Pitch: "Whitens your dogs' and cats' teeth while eliminating bad breath"

Main Offer: $10 for a 4-oz. bottle

Bonus: Second bottle (just pay P&H)

Marketer: Allstar Products Group

Website: *www.BrushNoMore.com*

Rating: 2 out of 5 ★★☆☆☆

Doggy dental care has a mixed record on DRTV. **Plaque Attack** and **Plaque Blast**, dueling oral-hygiene sprays with properties similar to this product, had a good run. Every other project has failed. That includes a doggy toothbrush in the shape of a bone (Allstar's **Brushy Bone**), a handheld doggy tongue brush (TELEBrands' **Fresh Licks**) and two other tongue brushes in the form of a dog bowl (Lenfest's **Brushy Bowl** and TELEBrands' **Fresh Bowl**). As part of a larger hygiene kit called **Instant Groom**, Allstar also tried dental wipes for dogs. Based on this accounting, it seems unlikely a simple supplement powder will be successful.

PURRFECT ARCH

Description: A grooming station for cats

Main Pitch: "Removes shedding hair and keeps kitty entertained for hours"

Main Offer: $14.95 for one plus a bag of catnip

Bonus: Double the offer (just pay P&H)

Marketer: Allstar Products Group

Website: *www.PurrfectArch.com*

Rating: 4 out of 5 ★★★★☆

I always liked a corner-mounted version of this product that I helped put on DRTV a few years ago. Sadly (for us), the test failed. We theorized it was because cat owners didn't relish the idea of a corner full of cat hair. This product won't face that objection because cat owners can hide it away when company comes over. It also solves the "cat scratch fever" problem that fueled the success of Allstar's **Emery Cat**. It's even catnip-infused like its predecessor — although the bonus looks more like a bag of some other herb. That's bound to earn this campaign some free PR on YouTube and late-night TV. But I wouldn't want to be the person who has to take the crank calls.

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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