BY JORDAN PINE

INVINCEABLE

Description: An all-purpose cleaner

Main Pitch: "Your cleaner, laundry and stain remover — all combined"

Main Offer: $19.95 for 20 tablets and spray bottle

Bonus: Edging brush, scrubbing brush (just pay processing)

Starring: Vince Offer

Website: *www.Invinceable.com*

Rating: 3 out of 5 ★★★☆☆

DRTV marketers have been 0 for 100 in the cleaning category since the late, great Billy Mays pitched **OxiClean**. But if anyone can defy the odds and bring back the glory days, it's Vince Offer. After all, "old gold" is his specialty. **ShamWow!** was the same chamois that had been a staple of the pitch market for decades — and not even a well-funded competitor with a big head start (**Zorbeez**) could slow him down. **Slap Chop** was an improved version of one of the oldest pitch products of all time, the **Chop-O-Matic**. And **Schticky** was just a new twist on an old classic from the Golden Age of DR. As long as the "Vince effect" is still working, I see no reason why this one won't break through as well. It certainly has some great demos and a few of those (borderline offensive) lines that get noted and quoted.

HANDY CHARGE

Description: A charging station

Main Pitch: "Puts power in reach, so you'll never be out of power again"

Main Offer: $19.95 for one with three Handy Skinz

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

Marketer: Allstar Products Group

Website: *www.BuyHandyCharge.com*

Rating: 3 out of 5 ★★★☆☆

I was close to declaring this a bad category before **Side Socket** came out. Now I am watching closely and applying my "one is an outlier; three is a (viable) category" rule. If any item has a shot at becoming Hit No. 2, this is it. I'm particularly taken with the idea of replacing extension cords with this more attractive "outlet without walls." It's a truly innovative idea that meets a growing need. As I've observed in my own home, power-hungry gadgets tend to multiply like rabbits — and there just aren't enough accessible outlets to service them all.

THE KRUNCHER

Description: An ab machine

Main Pitch: "Burn calories and build lean muscle in just five minutes a day"

Main Offer: Two payments of $29.95

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

Starring: Lee Reherman

Website: *www.TheKruncher.com*

Rating: 2 out of 5 ★★☆☆☆

This would be a one-star review or a "Dangers of DIY DR" post on my blog if not for Lee Reherman's hilarious performance. I've written often about the perils of using humor as a selling technique. As the great Claude Hopkins once said, "People don't buy from clowns." But there's an exception to every rule. Vince Offer (see above) has certainly managed to find the right balance between humor and salesmanship. Reherman, an actor who started out as "The Hawk" on *American Gladiators*, finds that balance here as well. (I cracked up when he kicks the exercise ball.) So will this campaign work? As "The Sarge" might say: Hell no! The odds of success in this category are so slim that not even a well-executed dose of humor is going to get the job done. It doesn't help that the product is over-priced to boot.

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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