

SCIMARK REPORT

BY JORDAN PINE

2014: THE YEAR COMPETITION REACHED A NEW LEVEL

Happy holidays, everyone! For my last column of 2014, I thought it appropriate to comment on the year as a whole. If I had to choose one word to describe this past year, it would be *competition*. So many rollouts during

the past 12 months faced competition in the form of “duels” or just straight-up “followers” (my new euphemism) that I have to wonder if anyone made any money!

Speaking of duels, when I wrote about my

first triple duel in the February 2012 edition of *Response*, it was a novelty and a clear sign that an era of détente had come to an end. Well, this year ends with the concept of a duel taken to a whole new level!

**JEANEZ**

Main Offer: \$19.99 for a “stone blue” pair

Bonus: “Stone black” pair and “distressed” pair (just pay P&H)

Marketer: Global TV

Website: www.Jeanez.com

**SLIM-N-LIFT CARESSE JEANS**

Main Offer: \$19.99 for a “vintage blue” pair

Bonus: “Vintage black” pair free

Marketer: Thane Direct

Website: www.BuySlimJeans.com

**HOLLYWOOD JEANZ**

Main Offer: Two payments of \$39.99 (six color options)

Bonus: Second pair free

Marketer: InvenTel

Website: www.HollywoodJeanz.com

**SLIM JEGGINGS**

Main Offer: \$19.99 for a blue pair

Bonus: Grey pair and black pair free

Marketer: Tristar Products

Website: www.GenieSlimJeggings.com

**JAZZY JEGGINGS**

Main Offer: \$14.99 for a “classic denim” pair

Bonus: “Distressed black” pair for \$4.99

Marketer: SAS Group

Website: www.JazzyJeggings.com

That's right, folks: You are now witnessing the industry's first *quintuple* duel! Technically, it's an original product with no less than *four* marketers dueling to be the primary follower. **Jeanez** first hit the airwaves at the end of March, debuted on the charts in early October and, at press time, was a top-40 item in the Jordan Whitney rankings. Every other project is new. I'm not sure what information the entire industry suddenly received, but this sort of frenzy is unprecedented. Even the hottest-selling DRTV item of recent years — the expanding hose — only found itself in a triple duel.

Stepping outside of the craziness and looking at this as a single new item, I would probably be on the fence about it. That's mainly because the concept is

so close to **Pajama Jeans**, a *True Top Spender* that only recently left the charts after spending three years (2010-2012) on the Jordan Whitney annual and two years (2011-2012) on the IMS annual. That campaign took a slightly different angle — “looks like designer denim, feels like PJs” — but wasn't very far off from the pitch here. Moreover, the product is still on the market and even testing new DR creative — adding a *sixth* product to this mix. Talk about muddy waters!

Jeanez and its followers do have a new twist on the Pajama Jeans idea: adding shapewear claims, which might be enough to create another hit. In fact, it's possible “comfort wear” could be another category like comfort pillows, which was able to

sustain four DRTV products at once (**My Pillow**, **Total Pillow**, **Sobakawa Pillow** and **Side Sleeper Pro**). The shapewear category itself has also proved capable of sustaining multiple items, as Tristar's **Genie** line has clearly demonstrated.

It was five years ago this month that I first argued, “When it comes to DRTV ... there's only room for one.” In that December 2009 blog post, I reasoned that since “DRTV buyers are a relatively small group,” the item “that first captures their interest will pick all the low-hanging fruit in a hurry, leaving slim pickings for the next guy.” This December, looking back at a year of duels and clear proof that certain categories can sustain multiple hits, I'm not so sure anymore.

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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