By Jordan Pine

B-LIFTED

Description: A chest exerciser for woman

Main Pitch: "Firm, lift and reshape your bust-line in

iust two minutes a day"

Main Offer: Two payments of \$14.99

Bonus: Custom carry bag, "Rapid Results" DVD and

Revitalizing Cream (just pay P&S)
Starring: Michelle Edmonds
Marketer: SAS Group

Web site: www.GetBLifted.com

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

Fantastic! Oh, and the campaign is pretty good, too. I think there was some product that did some sort of demo? Seriously, I like this campaign — for all the right reasons. It meets most of the **SciMark Seven** criteria, and the higher price might be okay because the value of such an item has never been established.

Not that the product is completely new. I remember a clamshell-like product that was popular in the 1970s. More recently, someone tried to market a rod-like device on DRTV that claimed to exercise the bust. The product wasn't terrible, but the creative was straight out of Saturday Night Live. I vividly remember bosoms moving in weird ways. But I digress. The point I want to make is this creative was handled with class and the right balance of demos and testimonials. The use of physiotherapist Paul Younane was a masterful touch. Overall, the spot felt very credible and female-friendly, like a woman could purchase the product without embarrassment — and that's key. Bosom-enhancing products are quite popular in our male-dominated industry, but they are often shot with too little sensitivity to the women who are supposed to be buying them. Kudos to the marketing team for getting it right.



SCARFY

Description: A scarf that converts to

a dress, jacket, vest, etc.

Main Pitch: "The most versatile clothing accessory in the world ... over 20 ways to wear it"

Main Offer: \$19.99 for one with six

color choices

Bonus: Second one free (just pay

additional S&P)

Marketer: InGear Fashions
Web site: www.GetScarfy.com

Rating: 2 out of 5 $\bigstar \bigstar \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow$



To me, this is the cold-weather version of a product Allstar tried this summer called **Flirty Wrap**. The main pitch for that item was it "changes from a top, to a dress, to a skirt, to a wrap and more." Sound familiar? Unfortunately, **Flirty Wrap** was never heard from again, and I think this campaign will meet the same fate — because the product faces the same issues. As I wrote back in June: "Garment 'convertibility' is a solution to a weak problem ... most women I know carefully plan their outfits and want a specific look for each and every occasion. It is highly unlikely that one garment could satisfy all of their needs."

There's also the added challenge of trying to market a fashion-oriented item on DRTV. With few exceptions (Ontel's **Cami Secret** being the most notable), such attempts are likely to fail. That's because it's devilishly hard to find a new fashion or style that appeals to enough women to become mass market. I imagine the hit rate of those in the fashion business would make our DRTV hit rates look fantastic, even with our industry's recent struggles.

HD AUDIO HEADPHONES

Description: Bluetooth® headphones with mic

Main Pitch: "The wireless, high-definition way to enjoy digital media and talk on the phone"

Main Offer: Three payments of \$33

Bonus: None

Marketer: National Express

Web site: www.BuyHDheadphones.com

Rating: 2 out of 5 ★★☆☆☆



I was about to declare this "amateur hour" — until I saw the marketer. National Express knows direct response, so they must have a plan. Otherwise, how to explain the ridiculously high price (for DRTV) and the generic, descriptive name? My guess is they want to see if DRTV value is relative and test the boundaries of what's necessary to generate an impulse to buy.

I trace this idea back a few years ago to Christmas, when Wal-Mart offered a large, flat-screen TV below \$1,000 for the first time. It was a loss leader to be sure, but it blew out quickly. Ever since then, it seems, DRTV players have wondered if the impulse price barrier we live by (\$20 or less) changes when it comes to technology items. National Express has gone even further by taking a discounted price and breaking it down into three payments to get an even lower price on the screen. It will be interesting to see if the approach yields results, although the technical nature of the product puts it outside the core market for DRTV and lowers the odds even further.



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