#### By Jordan Pine

#### **DUELING STICKY ROLLERS**

It's my first triple duel and triple pitch-off — all in one! It pits the undefeated Vince Offer against hall-of-famer Anthony Sullivan and up-and-comer Marc Gill. It's anyone's guess who will be left standing, but one thing is for sure: It's going to be an exciting contest! Here are the match-ups:



# SCHTICKY

Main Offer: \$19.95 for one regular and one

travel size

**Bonus:** Large one with pole (just pay separate S&P)

Marketer: Square One Entertainment

Starring: Vince Offer Website: www.Schticky.com

Rating: 3.5 out of 5  $\star$   $\star$   $\star$   $\star$   $\star$ 



## STICKY BUDDY

Main Offer: \$10 for one regular and one

travel size

Bonus: Double the offer (just pay separate S&P) Marketer: TELEBrands Starring: Anthony Sullivan Website: www.StickyBuddy.com

Rating: 2.5 out of 5 ★★★☆☆



## **ROLL-A-MAGIC**

Main Offer: \$9.95 for one regular and one

travel size

Bonus: Large one with pole (just pay separate S&P) Marketer: SAS Group Starring: Marc Gill

Website: www.RollAMagic.com

Rating: 2 out of 5  $\star$   $\star$   $\dot{\sim}$   $\dot{\sim}$ 

et's start with the product: It has been around for years. Back in the early days of DR, both TELEBrands (Power Picker Upper) and Emson (Magic Lint Remover) had hits with this item. Since then, there have been a few attempts to bring it back, but none have been successful as far as I can tell. A company called USJesco tried in 2009 with Mr. Sticky. Ontel tried in 2010 under the name Sticky Wicky. Both attempts failed to become DRTV hits. I was involved in a Web test of the item last year, which also failed. So the item, by itself, is

nothing new and nothing that would sell on its own merits. (There is a new feature on some of the units in these campaigns — a brush attachment — but I don't think that's enough to turn a loser into a winner.)

That brings us to the creative and the three contenders. Of the three, Offer is clearly the one with the hottest name. Neither of his opponents have anything like the celebrity he's enjoying right now. His commercial has already gone viral, and the press and late-night guys will be talking about it for the next several months. All those extra impressions give Offer a distinct edge in this battle.

That said, Sullivan is no slouch in the PR department — he did star in a TV reality show, after all — and TELEBrands is a formidable competitor in the arena that counts: retail. If its campaign rolls out, Sticky Buddy will quickly dominate the available shelf space. Whether or not the product sells through is another matter. Again, I have to give Offer the edge because he is the most likely to have the DRTV response and buzz necessary to keep awareness of his product high.

Unfortunately, all of this means that Gill will be the first to fall. Even in a vacuum, his campaign would be unlikely to succeed because of the past history of the product. But with two strong competitors, he just doesn't have a chance. It's not his fault — he's a great pitchman with several real hits under his belt (Slice-O-Matic, Grout Bully) and a bright future.

# 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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