SCIMARK REPORT

BY JORDAN PINE



BONE APPETIT

Description: A flavor spray for dogs and cats

Main Pitch: "Even the most finicky eaters can't

resist its mouthwatering flavors"

Main Offer: \$12.95 for one can

Bonus: Second can (just pay shipping)

Marketer: National Express
Website: www.BuyBoneApp.com

Rating: 3 out of 5 \star \star \star $\dot{\sim}$ $\dot{\sim}$

I'm on the fence with this one because while I like the pitch. I have never seen a flavor-related product for pets go on to DRTV success. Attempts have mostly involved making homemade treats (Emson's Bonz Bakery, SAS Group's Doggy Time Treats, TELEBrands' **Woof Wraps**) or tricking dogs into better oral hygiene (Allstar's Brushy Bone, Lenfest's Brushy Bowl, TELEBrands' Fresh Licks). Perhaps this problemsolution is the one that will break through? As for the creative, it reminded me of a lesson I learned early in my career: "Don't sell past the sale." This commercial does that very thing. A good CTA builds the offer and then ends with "call now" and how to order. But sometimes producers like to add a scene before the end tag appears. In rare cases, it can be creatively clever — an example would be paying off a humorous skit from earlier in the commercial. In this case, the producer used another segment from a doctor endorsement, which just creates a needless "speed bump" right at the moment of truth. If someone is taking out their wallet and reaching for the phone, the last thing you want to do is distract them. It's best to focus on closing that sale!

FLEX SHOT

Description: A caulk alternative

Main Pitch: "The easy way to caulk, bond and seal virtually everything with a perfect bead every time"



Main Offer: \$19.99 for a can and extension tube (four colors)

Bonus: Double the offer (just pay processing)

Starring: Phil Swift

Website: www.FlexShot.com

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

This is Swift's sixth attempt to find a hit beyond **Flex Seal**, one of the biggest success stories in DRTV history. Immediately after the original Flex Seal, he had three flops in a row (Blast Off, Foamazing, Slick Fix) before launching **Flex Seal Brite**, a smart line extension. (Call it the "Apple Strategy" — if they love it in black, they'll love it in white.) Two more flops followed (Maximum Traction, Block Out), and then another line extension called **Flex Seal Clear**. Now comes this latest project. Is it a new delivery method for Flex Seal and another potential line extension? Or is it a "better than" version of caulk? Only the former has any "shot" at success. When Flex Seal came out, few people were aware that spray-on rubber existed. It had the perception of a new invention. (Interesting aside: It was actually an 'Old Gold' item. The original hit was called **Leak Ender 2000**, which was No. 62 on the Jordan Whitney annual rankings in 1999.) Caulk, on the other hand, is well known and widely available. Having helped test a few truly innovative caulk replacements, I also know that caulking is an infrequent job — if people attempt it at all. For these reasons, I think this latest foray is unlikely to succeed. Perhaps a return to the Apple Strategy would work: **Flex Seal Colors**, anyone?

WIPE NEW TIRES

Description: A tire cleaner

Main Pitch: "The only long lasting tire shine that

does not crack, peel or wash away"

Main Offer: \$14.99 for a kit

Bonus: Wheel kit (just pay S&P)

Marketer: Avento

Website: www.WipeNewTires.com

Rating: 2 out of 5 ★★☆☆☆



Speaking of line extensions: this second attempt at an extension of the surprise hit **Wipe New** (**Wipe New Home & Outdoor** was the first) makes logical sense — if the company isn't trying to get a CPO. Otherwise, it's too narrow to carry its own DRTV campaign. How do I know? One-time competitor Detail Doctor already tried the tire-cleaner pitch under the name **Detail Doctor Wheel Jelly**. It was never heard from again. I suppose one good turn deserves another, but the company that follows the actual hit definitely gets the better end of that deal.

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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