

SCIMARK REPORT

BY JORDAN PINE

NEW HAIR STRAIGHTENER TRIPLE DUEL!

Last year, I recorded a total of five triple duels — an unprecedented level of competition. Will the intensity continue this year? We're off to a good start with a new triple duel already, this one featuring the \$40 price point I've predicted we'll see a lot of in 2016.



SIMPLY STRAIGHT

Main Pitch: "The brush that straightens hair"

Main Offer: \$39.99 for one

Bonus: Travel case, free shipping

Marketer: Ontel Products

Website: www.BuySimplyStraight.com

Rating: 4 out of 5 ★★★★★



6 SECOND STRAIGHT

Main Pitch: "The heated brush that straightens with volume in just one pass"

Main Offer: Two payments of \$19.99

Bonus: Second one (just pay P&H)

Marketer: Tristar Products

Website: www.6SecondStraight.com

Rating: 3 out of 5 ★★★★★



HOT 'N STRAIGHT

Main Pitch: "The best way to get straight, shiny hair in just minutes"

Main Offer: \$39.95 for one

Bonus: Free shipping

Brand: Esplee

Marketer: Emson

Website: www.HotandStraight.com

Rating: 3 out of 5 ★★★★★

It's rare in our industry to come across a product that is truly novel *and* that everyone instantly knows will be a hit as soon as they see it. Based on my conversations with industry leaders, this is one of those products — and that's a big reason why this has become a triple duel so quickly. That said, Ontel was clearly the leader here. I wrote about **Simply Straight** last November, and, at press time, it's already spent three weeks on the charts and is climbing quickly. The other two had just started airing at press time.

Ontel is a formidable opponent at retail, so it is unlikely the two followers will make much headway. I am curious, though, to see if this one shakes out like the hose wars of 2013. In that case, one player dominated retail (TELEBrands), one dominated TV (Tristar), and the third settled for the scraps of both. The higher price point makes this scenario more likely

because it may actually be possible to make money on TV. On the other hand, one of the other commercials would have to significantly outperform the creative that Ontel is using. Having watched all three, I find that unlikely. The Tristar creative has a higher-end feel, but that doesn't seem to matter much with DRTV buyers. The Emson creative is the weakest of the three, but it gets the demos right, which — I suspect — is what matters most here.

Regardless of who dominates, this product is sure to be one of the year's biggest hits. There's really only one thing that could slow it down: an untimely entry by a known hair-care brand. For example, if Conair were able to introduce a version this year, its credibility in the category could allow it to steal a significant piece of the business. But that would already have to be in the works, as large companies aren't known for moving fast — and in a year, this will be over.

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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