

## SCIMARK REPORT

BY JORDAN PINE

## SPIN SPA II

**Description:** A spinning bath brush

**Main Pitch:** "Turn every shower into a luxurious spa experience"

**Main Offer:** \$29.99 for one

**Bonus:** Mini facial version (free)

**Marketer:** Ideavillage Products

**Website:** [www.SpinSpa.com](http://www.SpinSpa.com)

**Rating:** 5 out of 5 ★★★★★



According to AdSphere™, this was the No. 2\* campaign in the country at press time. Only **Proactiv Solution** had a higher Spend Index. That's even more impressive when you consider this one is pure "Old Gold" — same brand name and same basic commercial as the original 2006-2007 campaign. The product does have a sleek new look, as well as a \$10 higher price point, but not much else has changed. Its success adds further support to the belief that the DRTV "Phoenix" has a seven-to-10-year dormancy period. Wait that long and it can rise to burn bright again.

So what's the secret of this success? For one, the product checks all three of the **SciMark Seven** criteria boxes. It's clearly *needed* by, and correctly *targeted* to, an aging DRTV demographic. It's also quite *different* from any other bath brush on the market, offering an alternative to manual solutions without any installation required. It's also a rare example of a product that has multiple features simple enough to communicate clearly in a short format. As for the commercial, a decade ago Sullivan Productions shot a gorgeous spot with a spa feel. Well, they've done it again. It's a great case study in using creative to increase the perceived value of an inexpensive product.

\* — based on the DRMetrix AdSphere™ ranking for short-form products for the first three weeks of 2017 (12/26/2016 thru 01/15/2017).



## FLIPPIN' FANTASTIC

**Description:** A pan insert

**Main Pitch:** "The fast, easy, and fun way to make perfect pancakes as good as grandma's"

**Main Offer:** \$14.95 for one

**Bonus:** Second one (just pay P&H)

**Starring:** Jeremy Rabe

**Marketer:** Global TV

**Website:** [www.FlippinFantastic.com](http://www.FlippinFantastic.com)

**Rating:** 3 out of 5 ★★☆☆☆

Pancakes are an interesting food. Industry observers have always known there's something special about them, but they just haven't produced as many hits as eggs — the reigning king of breakfast foods. Still, products such as Merchant Media's **Perfect Pancake** stand out in the annals of DRTV history. It was a hit campaign in 2002 and a hit campaign again 10 years later in 2012 (speaking of the DRTV "Phoenix"). This product is actually quite similar to Perfect Pancake II, having the ability to make plates full of mini-pancakes in short order. Its design also makes it just as easy to flip the pancakes while they're cooking. So what's the twist that allowed this product to succeed just five years after a similar hit? Wait for it ... it also makes eggs.

## ROCKY MOUNTAIN TUMBLER

**Description:** A Thermos-like tumbler

**Main Pitch:** "Keeps your drinks ice cold for up to 24 hours"

**Main Offer:** \$19.99 for one with free shipping

**Bonus:** Second one (just pay a separate fee)

**Marketer:** Ontel Products

**Website:** [www.BuyRockyMountain.com](http://www.BuyRockyMountain.com)

**Rating:** 4 out of 5 ★★★★★



Behold the power of the "Magic Demo," so mighty that it is responsible for yet another 2017 hit. Tumblers are inherently boring. Everyone has one — as the opening to this commercial reminds us in one of several homages to my **TaLight** commercial. But a tumbler

that keeps ice cubes from melting when it's sitting in boiling water? That can withstand a blowtorch's heat? That can keep coffee hot even after being chipped out of a block of ice (second homage)? That's something so amazing, you want to throw your old tumbler in the trash and run right out to get this one.

I don't often mention the *engaging* criterion from the **SciMark Seven**, but that's what it's all about these days. Count me among the many DRTV experts who would never have believed a flashlight or tumbler could be modern DRTV hits.

## 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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