BY JORDAN PINE



FIBER FIX

Description: A repair wrap

Main Pitch: "100 times stronger than duct tape ... hardens like steel in minutes"

Main Offer: \$19.95 for one set Bonus: Second set (just pay P&H) Starring: Beau Rials, Lori Greiner Marketer: Allstar Products Group Website: www.GetFiberFix.com

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

This is a rare case where I think creative matters — and it is doing a disservice to the product. Specifically, this spot consists of several great ideas executed poorly. It may be that there are too many ideas for a two-minute commercial, and that's the problem: No one idea is given enough time to develop. I have many checklists for evaluating DRTV commercials, but my go-to list has just three criteria: 1) the commercial should be clear throughout; 2) the product should be positioned properly; and 3) there should be a strong offer. Clarity, positioning and offer - or C.P.O. (not a coincidence). This commercial fails the first criterion because I was left with too many questions about how the product works (Is it instant? Or does it need to harden first?) and too few ideas for how to use it. Even the shark tank demo, which had a ton of promise, fell flat for me. I wanted to see a shark at least *bump* the cage! (Note: I evaluated the first version of this commercial, which was on the website at press time. It's quite possible that the spot has been improved since then.)

DUTCH GLOW

Description: A wood restorer

Main Pitch: "Based on a centuryold Amish woodworker's formula," it "cleans, polishes and nourishes"

Main Offer: \$10 for one bottle Bonus: Second bottle (just pay S&P)

Marketer: SAS Group Website: www.DutchGlow.com

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



Stylish Every Day!

Order Now!

I like this product and this commercial (great pitch and great demos), but success in this category is highly unlikely these days. Just like there hasn't been a DRTV success in the stainremover category since OxiClean, I suspect furniture/floor care is an equally difficult nut to crack — and for the same reasons. The number of choices on the shelves these days is just too overwhelming and the advertising spending by the big corporations too large to counteract with a DRTV budget. Speaking of OxiClean, it's telling that the former DRTV brand — as well as its floor-care predecessor, **Orange Glo** — is now owned and managed by a Fortune 1000 company (Church & Dwight).

3-WAY PONCHO

Description: A convertible

Main Pitch: "Fits every figure to camouflage flaws and show off your assets"

Main Offer: \$19.95 for one

in black

Bonus: Second one in mocha (just pay P&H)

Starring: Suzanne Somers Website: www.3WayPoncho.com

Rating: 2 out of 5 ★★☆☆☆

I want to preface my comments with empathy for this marketer: It would be hard for me to say no to the iconic Suzanne Somers and the live shopping sales data I am sure is behind her item. That said, live shopping has a terrible translation rate to DRTV these days — some argue the correlation is actually inverse — and category history is not on the side of convertible garments (or garments period, for that matter). Not one such garment has been successful on DRTV, and several have been tried. Here are just a few: TELEBrands' Wrap Star (2013), Smart Inventions' **Shamina** with Taylor Baldwin (2012) and Allstar's **Flirty Wrap** (2010). On a side note — and speaking of Ms. Baldwin: Is Ms. Somers trying to steal her double-entendre shtick? Or am I reading into her saucy laugh and the line: "Three-way poncho, that is"? I once heard Cindy Crawford describe herself as a "MILF" during an industry tradeshow panel, so anything is possible!

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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