

By Jordan Pine

## HD AVIATORS

**Description:** Aviator-style sunglasses

**Main Pitch:** They “reduce glare,” “enhance colors” and have “great styling”

**Main Offer:** \$19.99 for one pair in black or bronze

**Bonus:** Second pair in same color, just pay separate S&H

**Marketer:** IdeaVillage Products Corp.

**Web site:** [www.HDaviators.com](http://www.HDaviators.com)

**Rating:** 3 out of 5 ★★☆☆☆



Those with much more fashion sense than me say Aviator sunglasses are back in style. My question is whether that has anything to do with *actual* aviators, like it did in the 1980s when we all wanted to be Tom Cruise in “Top Gun.” I don’t think it does, which makes this creative a bit too “retro” for my liking.

More to the point, this is the first pair of HD sunglasses without a unique twist. HD Wraparounds fit over eyeglasses. HD Readers were reading glasses and sunglasses in one. And HD Ultras re-introduced the concept of high-definition (*i.e.*, amber) lenses to people who didn’t need corrective eyewear. So while three hits in a row are monumentally impressive, IdeaVillage may have finally found the end of the road — at least on DRTV.

## HEALTHY CFL

**Description:** A light bulb that also cleans the air

**Main Pitch:** “An air purifier wrapped in a light bulb”

**Main Offer:** \$19.99 for one

**Bonus:** Second one free

**Marketer:** Purely Products

**Web site:** [www.HealthyCFL.com](http://www.HealthyCFL.com)



**Rating:** 1 out of 5 ★☆☆☆☆

I hope the strategy here is to support retail and nothing else. Otherwise, this could be a case study in how *not* to do DR. Here are five problems with this campaign:

1. **The product and creative are not correctly targeted.** Research shows only 5 percent to 10 percent of the population cares about “green” products like CFL light bulbs. The commercial is also aimed at young mothers when the best target for DRTV is young *grand*-mothers.
2. **The product lacks credibility.** In 2005, *Consumer Reports* trashed the *Ionic Breeze* ionic air purifier. If people don’t believe an ionic *tower* works, how likely are they to believe an ionic light bulb can be effective?
3. **The category has a bad history.** Since Sharper Image went Chapter 11 in 2008, it’s been all downhill.
4. **The commercial attempts to sell the invisible.** DRTV is all about great demos, and you can’t demonstrate a product that removes microscopic problems like dust and dander. The classic smoke demo, which was used again in this spot, is really just making the best of a bad situation.
5. **The commercial sells prevention.** This pitch is really about allergy prevention. But in DRTV especially, prevention doesn’t sell.

That’s just my top five. There are many other problems with this campaign. For instance, I saw a 60-second spot, and 60s get one-fourth the response of 120s. The product price is too high to generate an impulse purchase. The spot tags a retailer, which is like telling viewers “don’t bother to call and order now.” I could go on.

## MIGHTY GUARD

**Description:** A spray-on stain repellent

**Main Pitch:** “Creates an invisible, yet durable ‘shield’ that keeps surfaces cleaner longer”

**Main Offer:** \$24.99 for one can

**Bonus:** Second can at 50-percent off

**Web site:** [www.MightyGuard.com](http://www.MightyGuard.com)

**Rating:** 1 out of 5 ★☆☆☆☆

This campaign has myriad problems, not the least of which is the ill-advised offer. However, I will confess that I once loved this product idea for DRTV and even started pursuing a similar item. Then a good friend in the industry told me everyone who has tried this pitch has failed — including the family who brought us *OxiClean*® (now a Church & Dwight product). That’s evidence enough for me. As Santayana said, “The one who does not remember history is bound to live through it again.”

