# Research SciMark Report

## **By Jordan Pine**

### **AMAZING ARMS**

**Description:** Arm-concealing sleeves

Main Pitch: "Lets you wear any sleeveless outfit in your

closet and look amazing"

Main Offer: \$19.95 for a pair in black

**Bonus:** Second pair in pearl (just pay S&H); third pair in lace

free)

Marketer: IdeaVillage Products

## Rating: 3 out of 5 $\star$ $\star$ $\star$ $\Leftrightarrow$

A product similar to this one has been tried — twice. Both tested in 2010. In the summer, Allstar tried it as **Skinny Arms** starring HSN's Stella Riches. Later that year, in the fall, the item was tried again under the name **NuBod** with a spot starring Jen Boyett. Neither campaign was heard from again. This third attempt is a bit different because the shapewear aspect of the pitch has been downplayed in favor of making the product more about fashion than concealing the flab. That simple change might do the trick. But as I've written before, fashion and DR usually don't mix well. I also can't get past the failed logic of this item. Why choose a sleeveless outfit if you have to put on sleeves to wear it? Maybe it's a Mars-Venus thing?



# 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.

# **STREAM CLEAN**

**Description:** A stain

remover

Main Pitch: "The stand-up way to blast pet stains and

odors away"

Main Offer: \$19.99 for

one can

**Bonus:** Second can free

Starring: Marc Gill

Marketer: Plymouth Direct/

Media Enterprises

Website: www.BuyStreamClean.com

# Rating: 3 out of 5 $\star \star \star \Leftrightarrow \Leftrightarrow \Leftrightarrow$

This product strikes me as a cross between **Urine Gone** and **Mighty Blast**. The former is a solid hit from 2005. The latter is a 'fast fail' from 2009, the fourth item that was tried under the "Mighty" name, after the success of **Mighty Putty** and **Mighty Mendit**. This new product has the demos of the 2005 product and the 'blast' benefit of the 2009 product — and I think that could be a winning combination. Of course, the big challenge with any cleaning product these days is category clutter. Even when the demos are highly original (see **Whip-It**), it's hard to get people excited about stain removers. They've seen it all before. Focusing narrowly on pet stains may be the trick. We'll see. As for the creative, I have some praise as well as a critique. The praise: I love how the viewer is made to feel like Marc Gill is doing everything right before his or her eyes. That's not easy to pull off in advertising. The critique: Unlike **Urine Gone**, where the commercial talked about enzymes and even cited scientific studies to build credibility, there is no explanation of how this works. There is no reason to believe.



The Stand-Up Way

to Blast Pet Stains & Odors Away!

Buy 1 Get 1 FREE!

# ZIKE

Description: A scooter/bike

Main Pitch: "The best of a scooter fused together with the best of a bike"

Main Offer: \$14.95 trial (full price: \$199.96)

Marketer: Tristar Products
Website: www.Zike.net

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This one is way outside of the impulse price range, which is interesting because Tristar's few (original) forays into short form these days tend to come with high price points attached. What's more interesting is the success they appear to be having with that strategy (**The Rack** was No. 7 on my *True Top 50* for 2011). It could be that high average revenues give these campaigns strong MERs even though their CPOs are well outside of the

normal range. But then I would question what happens when such a product goes to retail? Of course, it's also possible that a paradigm shift is underway, and it's time to question the old '\$20 or less' rule for short-form DRTV. One word of caution for those who are hopeful about this, however: Both fitness items and kids' products have shown price elasticity in the past. So I wouldn't be surprised if the phenomenon (if it is a phenomenon) is limited to these two sub-genres.





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