### **SCIMARK REPORT**

### **BY JORDAN PINE**

t is well established that in DR, the third time is never the charm. So what about the second time? The results are mixed, so it's more informative to explore why second attempts are made. In my experience, there are three reasons. One: the first attempt was by a DRTV novice, and a DRTV player knows he or she can do a better job. Two: the first attempt was by a DRTV player, and a DRTV novice thinks he or she can do a better job (see **Plate Topper**). Three: the first attempt was by a DRTV player, and that same player thinks he can do a better job the second time around (see **NY Cones**). This month, I look at three second-attempt campaigns.



### **NY CONES**

**Description:** A food cone maker

Main Pitch: "The fun way to eat your favorite

foods without a knife and fork"

Main Offer: \$10.99 for the kit with recipe guide

**Bonus:** Double the offer (just pay S&P)

Starring: Chef Tony
Marketer: SAS Group

Website: www.NYCones.com

# Rating: 3 out of 5 \* \* \* \times \times \times

Originally tried by SAS Group under the name Pizzalicious (Response, December 2012).

What's changed — besides the name and the addition of a pitchman — is that this item is no longer primarily positioned as a pizza maker. Will that make a difference? I doubt it. "Some will like pizza in a cone. Many others will not," I wrote in my review of **Pizzalicious**. The same could be said of any breakfast, lunch, dinner or dessert item that isn't ice cream. This is a gamble on creating a trend, and experience has shown DR buyers aren't trendsetters.

## **PARTY ANIMALS**

**Description:** Animatronic plush speakers

**Main Pitch:** "Outrageous pet speakers that dance to the beat of your favorite tunes"

Main Offer: \$19.99 for one

Website: www.PartyAnimalPets.com

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

Originally tried by IdeaVillage under the name LoudMouth Leo. This concept was tested multiple times by IdeaVillage with creative by both Hutton-Miller and Infomercials Inc., and it did not roll out. So unless this mystery marketer is a toy company with guaranteed shelf space, I don't see it going very far.



### **PLATE TOPPER**

**Description:** A sealing dome

Main Pitch: "Transform your plates

into airtight containers"

Main Offer: \$9.99 for one with free

mini

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

**Starring:** Evan Winchester **Website:** www.PlateTopper.com

Rating: 1 out of 5 ★☆☆☆☆



Originally tried by Media Enterprises under the name Press Dome (Response, May 2013). I can't say I've ever seen a pitchman lie on a kitchen counter (as if it were a piano and he a female jazz singer) and fondle a product the way Winchester does in this commercial. It took me a long time to get past it. When I did, I remembered that one of the best possible producer and pitchman combinations (Hutton-Miller and Anthony Sullivan) just tried to make a go of this item and failed. So, bizarre ninja demos aside, I'm going to predict this "amateur hour" project will quickly bomb.

#### 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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