### **SCIMARK REPORT**

#### BY JORDAN PINE

### PERFECT SLICER

**Description:** A fruit-and-veggie slicer

Main Pitch: "Guaranteed to core and cut 12 perfect slices in just seconds"

Main Offer: \$14.99 for one with slicing mat

Bonus: Five-piece "Perfect Storage" system (just pay P&H)

**Marketer:** Tristar Products **Website:** www.PerfectSlicer.com

Rating: 3.5 out of 5  $\star$   $\star$   $\star$   $\star$   $\star$ 

There's a strong belief among DRTV veterans that success is mostly about the product, not the creative. That is to say, even the greatest commercial in the world can't sell people something they don't need and, conversely, great products transcend even the poorest-quality commercials. I generally subscribe to this idea. However, it's easy to take it too far and start believing creative doesn't matter. Projects like this one remind us that it does. If you had



shown me this giant apple slicer during a product-review meeting, I would have thought, "Next!" But after watching what Tristar has done with the item, I think it has a decent shot. The commercial is great from the opening homage to both the comedian Gallagher and Arthur Schiff's original **Ginsu** commercial. But it's really all about the demos, and the creative team nailed every one — including many that wouldn't even have occurred to me. Bravo!

# **ROYAL POSTURE**

**Description:** A back-support device

Main Pitch: "Perfectly aligns your spine to help relieve pain"

Main Offer: \$19.99 for one

Bonus: Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.GetRoyalPosture.com

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

Half of all working Americans report having experienced back pain in the past year, and an estimated \$50 billion is spent annually to address the problem, according to the American Chiropractic Association. That would seem to be the makings of an ideal category for DRTV, but I can only find one short-form product targeting back pain that ever appeared on an annual chart: Allstar's **Back-Relief Belt**, which was No. 55 on the 2006 Jordan Whitney annual. Even that campaign was weak, according to sources close to the project, and an attempt to bring it back in 2012 went nowhere. Other than that, I can only find flops, and there are a lot of them — at least one per year. The list even includes another TELEBrands item with a similar name, **Total Posture**, which was placed behind the back instead of worn. In light of this category history, I have to conclude that this project is unlikely



to succeed. It's one of those cases where a type of solution that's obviously right for America is apparently not right for DRTV.

### **IBALL TABLET SYSTEM**

**Description:** A tablet accessory

Main Pitch: "The world's first tablet handle, stand and storage

compartment all in one"

Main Offer: \$10 for one

Bonus: Second one (just pay S&H)

Starring: Alex Dworkin
Website: www.BuviBall.com

## Rating: 1 out of 5 ★☆☆☆☆

This may come across as self-serving, but DR dilettantes should always

start by consulting experts. This project is a case in point, as it fails every section of the SciMark Seven. This "Swiss Army" product never should have made it past the evaluation phase because the core



concept is a Siren that has been tried multiple times before (see **Stick Stand**, **Pad Pivot**). The category (phone and tablet accessories) has a horrific track record — about 0 for 50 in my estimation. And the commercial, while following a solid pitch style, would have benefited from expert input. Relative to other methods of launching a product, DR is a cheap way to fail. However, these guys still could have saved thousands of dollars by engaging experts before taking this all the way to a TV test.

#### 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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