

By Jordan Pine



WHIP-IT

Description: Multi-purpose cleaner

Main Pitch: "The brand new cleaner that proves it's the world's best"

Main Offer: \$19.99 for 16 ounces of concentrate with spray bottle

Bonus: Double the concentrate (32 oz.)

Starring: Art Edmonds

Website: www.BuyWhiplt.com

Rating: 4 out of 5 ★★★★★

There's a lot of activity in the cleaning category these days. In the past six months alone, I reviewed **Touvit Forte** and **PumMagic** in these pages and noted the return of **Didi Seven** on my blog. However, none of these campaigns made it past three stars. So what makes this one worthy of a four-star rating? Simply put: Better creative. Last month, I wrote that the problem with the **PumMagic** commercial is it uses demos that have "all been done a hundred times" before, and I concluded "a fresh approach is required to have a fighting chance in this category." Hutton-Miller delivered that fresh approach. They've come up with a truly unique approach to showing their stain remover works, right before your eyes, by turning poor Mr. Edmonds into a human "magic demonstration." It's brilliant, and it may just be enough to break through in this super-tough category.

INSTANT PLUMBER

Description: A drain-clearing system

Main Pitch: "The fastest and easiest way to unclog any drain that's a pain"

Main Offer: \$19.95 for one can with two-way adapter and extension handle

Bonus: Second can (just pay P&H)

Starring: Jason Williams

Marketer: Harvest Growth

Website: www.BuyInstantPlumber.com

Rating: 2 out of 5 ★★☆☆☆

This is another one of those "Siren products" everyone has chased and no one has made work. (I speak from experience, having failed with one myself.) What draws DR marketers is that live shopping does well with these drain-clearing devices, and they use the amazing demonstration featured in this commercial to do it. Someone stuffs a clear pipe with junk, and then blasts it clear in one shot. A demonstration that awesome is like crack for DRTV people, but it just doesn't seem to make the phone ring in short form. In fact, until Ontel's **Turbo Snake** came along and did some decent sales, I was ready to add all plumbing products to my list of *Bad Categories for DRTV*, right before "pooper scoopers."



GRILL DINI

Description: A multi-gadget for grilling

Main Pitch: "The revolutionary new all-in-one grill tool"

Main Offer: \$19.95 for one

Bonus: Ceramic knife, silicone grill mitt (just pay P&H)

Marketer: Enduro Productions

Website: www.Grilldini.com

Rating: 1 out of 5 ★☆☆☆☆

This is a classic "Swiss Army knife" product. Victorinox may even want to explore adding it to their line. But seriously, as I've written many times before, multi-function products don't work in short-form DRTV. There just isn't enough time to explain all the features adequately. So many multi-gadgets have failed, I'm tempted to make this an official rule. Of course, as soon as I do that, one will become a major hit. There's no danger of that happening here, however — especially since the seasonal buying cycle for grill items is less than two months long.



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