

By Jordan Pine

### GRAND VICTORIAN WATCH

**Description:** A pocket watch

**Main Pitch:** “Destined to become a treasured favorite in your collection”

**Main Offer:** \$19.90 for one

**Bonus:** Second one (just pay a separate fee)

**Marketer:** TELEBrands

**Website:** [www.GrandVictorianWatch.com](http://www.GrandVictorianWatch.com)

**Rating:** 2 out of 5 ★★☆☆☆

You have to give it to TELEBrands: They never let someone else do their homework for them. Many other marketers have an atypical success and then wait for someone else to have the second and third hit that validates the new category. Not so with TELEBrands. If they find success, they'll test that second and third item to make sure they reap the benefits of their discovery. Or, more likely, they'll test two more items and discover that hit was an outlier, not a category. Let's face it: The odds are against any DR marketer discovering a new category at this point. Take this potential new category: “memorabilia for Anglophiles.” It just *sounds* unlikely to be a category, which means the TELEBrands' hit **Royal Ring** (commemorating the marriage of Prince William and Kate Middleton) was atypical. There may be an argument for defining the Royal Ring's category as “timely memorabilia,” in which case National Express' 100<sup>th</sup> anniversary **Titanic Heart Necklace** and TELEBrands' **Obama Victory Plate** (from 2008) would help establish there's something to it. But this pocket watch is the *opposite* of timely. So unless there are more Sherlock Holmes fans out there than I thought, this one isn't going anywhere.



### X-HOSE

**Description:** A garden hose

**Main Pitch:** “Automatically expands to up to three times its length, and contracts back to a small size in just seconds”

**Main Offer:** \$19.95 for the 25-foot hose

**Marketer:** National Express

**Website:** [www.XHose.com](http://www.XHose.com)

**Rating:** 4 out of 5 ★★★★★

On the list of bad-connotation DRTV names, this one makes the top 10, somewhere below **Kitchen Quicky** and above **Head Wedgie** (yes, those are actual products). It doesn't help that the opening of this spot is: “Tired of tugging and lugging your hose?” Moving on, this one meets all of my criteria and has a really cool demo: It grows to three times its length, and then shrinks again all by itself! No, really, that's what it does! OK, I think I'll quit now.



### TAN SECRET

**Description:** A self-tanner

**Main Pitch:** “Instantly gives you a beautiful, even tan right in your shower”

**Main Offer:** 30-day free trial (just pay S&H)

**Bonus:** Applicator wand, Toni's “secrets” book

**Starring:** Toni Brattin

**Website:** [www.TanSecret.com](http://www.TanSecret.com)

**Rating:** 3 out of 5 ★★★☆☆

On the one hand: This is a crowded, highly seasonal category. On the other hand: DRTV marketers have had some success in the category before (e.g., IdeaVillage with **Salon Bronze**). The unique application method and strong creative gives this project a shot, but the category negatives make it a *long* shot.



### 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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