By Jordan Pine

Welcome to the sexiest edition of the SciMark Report to date! There's something about the spring, I guess.



ONE MASSAGER

Description: A personal massager

Main Pitch: "Guaranteed to inspire a whole new conversation in your

bedroom"

Main Offer: \$49.99 for one

Bonus: A sachet and free shipping

Starring: Michelle Edmonds

Marketer: Media Enterprises

Website: www.OneMassager.com
Rating: 4 out of 5 ★★★☆

Here's some industry history: One of the first creative (dirty?) minds to figure out how to sell a sex toy on DRTV is also behind this project. The year was 1999. The product was called **Fukuoku 9000**, and the team was from Merchant Media and the now-defunct production company Broadcast Arts Group. "Everybody said we couldn't do it, but we did it anyway," says producer John Miller, the mind in question. "We did have to change the name for retail [to Fuzuoku] because Wal-Mart thought it was too suggestive." Miller gives full credit to Merchant CEO Michael Antino Jr. for having the guts to go for it. Today, such a decision seems much less risky given the "pornification" of American culture and the continued success of Church & Dwight's Trojan line of sex toys (Tri-Phoria being the most recent). As for the creative this time around, it is devilishly clever, combining two powerful forces of advertising: sex and curiosity. The only thing throwing me for a loop is Ms. Edmonds in the role of seductress. America won't notice, but I kept thinking: Isn't this the wholesome gal who just co-pitched me Insta Gone paint remover?



GENIE SHAPER

Briefs Description: Shaping underwear

Main Pitch: "Custom-conforms to your shape, helping you look slimmer

instantly"

Main Offer: \$19.99 for one in black

Bonus: Second one in nude
Starring: Jennifer Nicole Lee
Marketer: Tristar Products
Website: www.GenieBrief.com

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

Tristar is making a full run at turning its mega-hit Genie Bra into a complete line of shapewear. In addition to this item, the company has also promoted a camisole/bra combo called **Cami Shaper** and something called **Slim & Tone Leggings**. Both were "by Genie" brand extensions as opposed to this, an attempt to create a partial-word brand. I am not a big fan of the former approach, which is also sometimes called an "umbrella brand" strategy, because I can't find evidence that it works. Of course, there's no hard evidence that partial-word brands work, either. (Brand strategies are like that, which is why the confusion on display here is not atypical.) But at least there are several case studies. As I've noted before, Allstar has had four rollouts under the "Perfect" partial-word brand; Media Enterprises has had three rollouts under the "Mighty" partial-word brand; and IdeaVillage has had myriad rollouts under the "Touch" and "HD Vision" partial-word brands. Big picture, this is more evidence of the sea change I wrote about in the February issue with Tristar being the latest industry leader to explore this new hybrid business model.

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) corresion (6)

The COMMERCIAL should be: (5) engaging; (6) motivating; and (7) clear.



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