

SCIMARK REPORT

BY JORDAN PINE

DUELING CHOPPERS



ROTO CHOP

Main Offer: \$10 for one

Bonus: Second one (just pay P&H)

Marketer: Emson

Website: www.RotoChop.com

Rating: 3 out of 5 ★★☆☆☆



ZIP CHOPPER

Main Offer: \$10 for one

Bonus: Second one (just pay separate fee)

Marketer: TELEBrands

Website: www.ZipChopper.com

Rating: 3 out of 5 ★★☆☆☆

Ever since Ron Popeil pitched Chop-O-Matic in the 1950s, the chopper category has been a reliable source of hits for DRTV marketers. That said, I've been shown this particular chopper before and am not a big fan. Unlike Vince Offer's **Slap Chop**, which he was able to manipulate with just one finger, this product makes you act like you're starting a stubborn chainsaw to get anything done. When it comes to impulse buyers, "work" is a dirty four-letter word. As for the duel, it's a toss-up from a creative standpoint. Emson has Marc Gill, today's top pitchman and someone who has had a lot of success with food items. TELEBrands has Sullivan Productions, a company helmed by one of yesterday's top pitchmen and a veteran of slicer/dicer commercials. At retail, this is also a tough call. TELEBrands is clearly No. 1 in the DRTV endcap, but Emson has built entire product lines and can be just as formidable. In past head-to-head battles (e.g., 2012's **Schticky** vs. **Sticky Buddy**), both players have held their own and split the business. If this one rolls out, things could get dicey ... Get it?

THE ONE CAFE

Description: A coffee-brewing device

Main Pitch: "The single-brew pod that fits in any multi-cup pot"

Main Offer: \$14.99 for one

Bonus: Six reusable brew pods (free)

Marketer: Ideavillage Products

Website: www.TheOneCafe.com

Rating: 2 out of 5 ★☆☆☆☆



There's not much evidence to indicate coffee is a good DRTV category. The only success in recent history was Spark Innovator's **Cafe Cup**, but that project rode a wave (the rise of **Keurig**) that has since crested. Outliers aside, coffee strikes me as yet another crowded retail category too dominated by big brands to bother with unless you have a breakthrough product. This muddled pitch to a segment of a segment — people who *didn't* catch the Keurig wave but would like to take a half-step in that direction — doesn't come close to hitting that bar. Speaking of Ideavillage and crowded categories: The name of this product is an attempted brand extension of a successful Ideavillage razor product that was itself a brand extension of a successful grooming product: **The One by MicroTouch**.

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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