

SCIMARK REPORT

BY JORDAN PINE

My intention to write only about rollouts has already proved unrealistic. The problem: there has only been one new rollout since my last column. To fill up the rest of this month's report, I added two new projects that caught my attention (and should catch yours). At press time, they hadn't rolled out yet — but that's still a possibility.

TRUMP THUMB FLAG

Description: A flag for/against Donald Trump

Main Pitch: "Show your support or disapproval with this original artist rendition thumb flag"

Main Offer: \$10 for one

Bonus: Matching car magnet and campaign pin (free)

Marketer: TELEBrands

Website: www.TrumpThumbFlag.com

Rating: 5 out of 5 ★★★★★

This is sheer brilliance. There is so much raw emotion in America right now about Donald Trump and about the upcoming election. Figuring out a way to profit from it is smart. (Why should politicians get all the money?) But doing it the way TELEBrands is doing it? That's pure genius. Everything from the commercial — which uses the best elements of a political ad to excite passion — to the live polling on the website is masterfully conceived. As both a practitioner and perpetual student of the DR craft, I am on my feet applauding.



ORBITRIM

Description: A grass trimmer head

Main Pitch: "Solid steel blades let you trim and edge your grass ... safety ring protects your flowers and trees"

Main Offer: \$19.95 for one

Starring: Steve Harkey

Marketer: Allstar Products

Website: www.Orbitrim.com

Rating: 4 out of 5 ★★★★★

This is the one verified rollout in this month's report, and it's noteworthy because it demonstrates that good category history can override the seasonality concern. Every few years, another new weed whacker has a successful, warm-weather run on DRTV. **PivoTrim** (2011-2012) and **Grass Samurai** (2005) were the last two I found on the charts, but the history goes all the way back to 1995 when National Express was No. 12 on the Jordan Whitney Annual with the **Weed Terminator**. The history probably goes back even further than that, but — alas — my records do not.

CRUMBY VAC

Description: A mini vacuum

Main Pitch: "A little mess is no need to stress"

Main Offer: \$9.95 for one (Lucky Ladybug, Buzzing Bumblebee, or Tornado Turtle)

Bonus: Second one (just pay P&H)

Marketer: Tristar Products

Website: www.TryCrumbyVac.com

Rating: 2 out of 5 ★☆☆☆☆

Beware the Siren! This item has been tried at least three times before. Here's the history:

1. **Mighty Mini Vac** (Tristar Products, February 2016)
2. **Crumb Bug** (TELEBrands, 2014)
3. **Pocket Vac** (Allstar Products, 2013)

That's three different marketers, three different years — and zero success. The repeat attempt by the same marketer this year must mean the winter CPO was close. (Those are always the most frustrating and dangerous projects!) Based on that assumption, it's a valid idea to try cute animal characters that would appeal to the cause of the messes in question. As professional gamblers, though, we should remember that we don't operate in a vacuum. The failures of others, especially top players like those listed above, are free information that should factor into our probability equations. In that light, I wouldn't have made this particular bet.



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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