Research SciMark Report

By Jordan Pine



AERO CRISP CHICKEN ROASTER

Description: A special roasting pan with a suspension arm

Main Pitch: "Lifts the entire bird into the air, allowing heat waves to freely circulate all around" Main Offer: \$19.99 for one with recipe book Bonus: Deluxe suspension arm, 6-piece knife set

Marketer: Merchant Media Producer: The Schwartz Group Website: www.AeroCrisp.com

S7 Score: 5 out of 7 $\star\star\star\star\star$

Although this campaign has two SciMark Seven weaknesses, I like its odds for success. The reason is the product's suspension arm does more than just lift a chicken in the air. You can load it with a mixture of herbs and spices and actually infuse a chicken with flavor. That's a nice "wow," and it will make people sit up and pay attention.

So why the imperfect score? One reason is that other products have already solved the "soggy-on-the-bottom chicken" problem that's featured in the opening of this commercial. Our family uses a simple rack insert at Thanksgiving, and we get turkey that's nice and crispy all around. That means the product probably isn't *needed* enough to generate a strong desire to buy. Moreover, our family's preferred solution is just one of the many solutions available at retail. DRTV products entering *uncrowded* categories have much higher odds of breaking through.

As for the commercial, The Schwartz Group has a special talent for creating food and cooking spots that sell. Perfect Brownie, Big Top Cupcake and other recent hits are the evidence of this. This spot is another example of their excellent work. I only have one (chicken?) bone to pick. They use that cliché "wah-wah-wah" sound effect in the opening. Right here, right now, I am putting out a call to all industry producers and DRTV company executives to ban this sound effect once and for all. Please ... it's for the greater good.

BARKOFF

Description: An ultrasonic pet training device

Main Pitch: "The pet-friendly way to get your dog to stop the

nuisance barking"

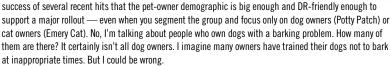
Main Offer: \$10 for one

Bonus: Second one (just pay separate S&H)

Marketer: TELEBrands
Producer: Blue Moon Studios
Website: www.BuyBarkOff.com

S7 Score: 6 out of 7 $\star\star\star\star\star\star$

The only reason I didn't give this campaign a perfect "7 out of 7" is that I'm not sure if the size of the buying group is adequate. I'm not talking about people who own pets. We know from the



Moving on to the commercial, this spot is what I've come to expect from the team that brought you Pedi Paws, Snuggie for Dogs and Doggy Steps. It requires a particular sensibility to present this problem without being too offensive. "Get your dog to shut up" is not the right tone any more than "get your bratty kid to behave" would be. That is, it's easy to forget that the "problem" in this case is a beloved companion. Blue Moon doesn't forget that, which is why this commercial is yet another example of their fine work.

FRIDGE GENIE

Description: A mineral pack that suctions to the inside of a refrigerator

Main Pitch: "Absorb the moisture and gas that cause decay, so your food stays fresh and you save big money"
Main Offer: \$9.95 for one

Bonus: Kitchen Shears with magnetic cover

Marketer: Real Life Products
Producer: Not available
Website: www.FridgeGenie.com

S7 Score: 2 out of 7 ★★☆☆☆☆☆

The inability to learn from other people's mistakes is a problem that seems to plague the DRTV industry. It leads

many companies to waste time and money launching products that have already been done (often more than once), have already failed (often multiple times) — or both. This campaign falls into the "or both" category.

Save big money!

Fridge Genie™ Benefits

Made in the U.S.A.!

Saving stuff in your refrigerator from rotting (due to ethylene gas) has been done about a dozen times in the past few years. Only one product — Debbie Meyer Green Bags (which this commercial lamely attempts to trash) — had any real success. As far as replacements for that Arm & Hammer box of baking soda go ... well, not even Arm & Hammer could make an improvement work. Their Fridge Fresh air filter went nowhere, as far as I can tell, and it does pretty much the same thing as this product.

The only S7 qualities this campaign has: it's *targeted* to a big enough buying group (as Ms. Meyer proved), and I suppose the offer is sufficiently *motivating* — if you want to get stuck on a continuity program, that is.



© Copyright 2010 SciMark Corp. These reviews represent the opinions of the author. Any inaccuracies are unintentional. To report an inaccuracy or provide other feedback, E-mail: jordan@scimark.com. The SciMark Report is also a blog at scimark.blogspot.com. SciMark Corp. is a firm that specializes in short-form DRTV advertising. For more information and a full description of the S7 scoring system, visit www.SciMark.com.

Response MARCH 2010 www.responsemagazine.com



money saving miracle!