## Research SciMark Report

### **By Jordan Pine**

# **Dueling Pillows DREAM SLEEP PILLOW**

Main Offer: Starting at \$29.99

**Bonus:** None

Marketer: Ontel Products

Website: www.DreamSleepPillow.com

Rating: 2 out of 5  $\bigstar \bigstar \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow$ 





### AMERICA'S BEST PILLOW

Main Offer: \$19.99 for one

Bonus: Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.AmericasBestPillow.com Rating: 2 out of 5  $\bigstar \bigstar \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow$ 

The success of a long-form item called MyPillow (No. 10 on the Jordan Whitney Greensheet at press time) has surprised many industry observers. On its face, it's just another support pillow with little to differentiate it from the dozens of other pillows already on the market. However, a closer look reveals the secret to its success: bold, implied claims. For example, MyPillow.com states the product has "changed thousands of lives and provided a more comfortable, restful sleep for many dealing with: snoring, RLS, migraines, insomnia, neck pain, allergies, fibromyalgia, TMJ (and) sleep apnea." Any claims "are not scientifically proven," adds a disclaimer, and are "based on medical opinion and user experience and not on actual clinical studies." But the

implication is clear.

Now come two products that will attempt to replicate the success of MyPillow in short-form and at retail. But short of benefitting from product confusion and the competition's media impressions, neither product is likely to generate the same response. That's because there's no time for carefully crafted claims, and the savvy marketers involved are unlikely to take a chance making them, anyway.

On a side note: We are witnessing an important shift. A few short years ago, dueling campaigns were rare because gentlemen's rules governed the industry. It was considered bad form, and bad for business, to have

two DRTV companies duke it out in front of the retailers. The one late to market typically bowed out. Veterans say that was merely a period of détente and remind me about the bad old days. Whatever the case, it is clear the gentlemen have left the room once again. Sadly, the competition is more cutthroat than I've ever seen.

### **PINK ARMOR**

**Description:** A nail-strengthening gel

Main Pitch: "Transform cracked, brittle and weak nails into healthy, stronger, brighter nails with just one coat, once a week"

Main Offer: \$10 for one bottle plus Miracle Hand Repair

**Bonus:** Double the offer (just pay separate processing and handling)

Starring: Lori Leland Marketer: Ontel Products Website: www.BuyPinkArmor.com

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

Nails are the hot topic now that Spark Innovator's Salon Express is a bona fide hit on DRTV and at retail. However, it remains to be seen if

we have a category here or just another outlier. At least this product solves a problem, and the creative is excellent: I love the armored gloves in the opening, and the tray of rocks demo near the end. Still, similar items have been tried before without success (i.e., Nails AR New in 2007 and Landi Nails last year), so the odds aren't in favor of this one breaking through.



### **BETTER BEATER**

**Description:** A pump-action

Main Pitch: "Does 10 times the work of any ordinary

whisk"

Main Offer: \$10 for the jumbo and the large

Starring: Marc Gill

Bonus: Double the offer (just pay shipping and processing)

Marketer: SAS Group Website: www.BetterBeater.com

### Rating: 2 out of 5 $\bigstar \bigstar \diamondsuit \diamondsuit \diamondsuit$

As naming expert Steve Rivkin says, "Your brand is shorthand for your promise." That makes the promise here "better," but that positioning doesn't seem to work well in DR. I think that's because our products must appear "new" or "revolutionary" to move people off the couch. Modest improvements to existing solutions just don't create enough excitement. Manual solutions to problems already being solved by electric products (e.g., handheld blenders) are even less motivating.



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