#### **By Jordan Pine**



## NANO HOOKS

**Description:** Removable hanging hooks

Main Pitch: "Hang whatever you want, wherever you want it, without destroying your

Main Offer: \$10 for a 10-piece variety pack

**Bonus:** Second variety pack of 10 (just pay shipping)

Starring: Fred Vanore

Marketer: IdeaVillage Products Website: www.GetNanoHooks.com

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

My rating for this project has to do with the product and the category, not the commercial. Vanore's re-debut as spokesman, after so many years behind the camera, is perfectly fine. He does as good of a job as most, and a better job than some. Guys like Marc Gill don't have to be worried, but then I don't think he is after their jobs. Moving on, I'm ready to declare this type of product another "Siren." Every hang-

> ing hook tried since 2007's

Hercules Hook has failed. including this exact item, tested by Allstar last year

under the name

Jerry Hooks.

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) engaging; (6) motivating; and

### KANSAS CITY RAILROAD LANTERN

**Description:** An LED lantern

Main Pitch: "The vintage style lantern with new LED technology that can light up the night"

Main Offer: \$12.99 for one

**Bonus:** Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.KansasCitvLantern.com

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



This one makes the magazine because it's a novel attempt at maximizing a winner. Thanks in part to "Superstorm Sandy," the **Olde Brooklyn Lantern** became one of last year's biggest successes. I guess the thinking here is that if people weren't nostalgic for an East Coast city, perhaps they'll be nostalgic for a city in the Midwest? If this works, will TELEBrands also try a "San Francisco Trolley Lantern" to appeal to West Coast buyers? Joking aside, give TELEBrands credit for being one of the only DRTV marketers willing to experiment, and give the Kerrmercials' production team credit for going outside of the box with a fun, silent film opening.

On a side note, while this is the first time TELEBrands is trying the Kansas City positioning with a winner, they have tried it once before. In the spring of 2012, they tested a vintage pocket watch called the **Grand** Victorian Watch. A few months ago, they tried the same product again under the name Kansas City Railroad Watch. Neither product was ever heard from again.

#### SHINOBI

Description: A new kind of mop

Main Pitch: "The totally new, totally smart way to clean and

Main Offer: \$19.99 for one with eight cleaning cartridges

**Bonus:** Four window cartridges

(just pay S&P)

Starring: Marc Gill

Website: www.GetShinobi.com

Rating: 2 out of 5  $\star$   $\star$   $\dot{\wedge}$   $\dot{\wedge}$ If this month has a theme, it's that category history is important. One thing I didn't talk about in my review of the KC Railroad Lantern is that, with the lone exception of the Olde Brooklyn Lantern, every lighting product tried in the past few years has failed. The same is true of hanging hooks. And floor care is another category that has had a horrible run of late. The reason DR marketers can't resist trying again is that at one point, floor care was a hot category — the **Smart Mop** sold something like 12 million units. People are also enticed by the success of Swiffer, which revolutionized floor care in the 1990s. But revolutions cost money, and Procter & Gamble invests hundreds of millions of dollars in the R&D, market research, product design

and advertising necessary to bring consumers the next big innovation. Any DR effort will pale in comparison.





(7) clear.

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