

SCIMARK REPORT

BY JORDAN PINE



BLARNEY CHARM

Description: A clover pendant

Main Pitch: "Now's your chance ... to own your own, handpicked lucky four leaf clover"

Main Offer: \$19.99 in gold or silver tone

Bonus: Blarney bracelet (just pay a separate fee)

Marketer: TELEBrands

Website: www.BlarneyCharm.com

Rating: 2 out of 5 ★★☆☆☆

Just in time for St. Patrick's Day comes a DRTV product celebrating Irish ... what? Stereotypes? Superstitions? I'm not sure, exactly. It's certainly not Irish culture as this is the "Lucky Charms" approach to Irish marketing. I should also add: Another odd choice of product by TELEBrands. Then again, it seems to specialize in trying things other DR marketers wouldn't touch. Quite often, it has made something out of it. For example, no one thought books could be sold using short-form DRTV, and yet TELEBrands has rolled out with three books and counting. More to the point, this wouldn't be its first collectible jewelry item.

Diamond Z4 made my *True Top Spenders* list in 2012, as did **Royal Heirloom Ring** in 2011. I've even been seeing its **Kansas City Railroad Pocket Watch** on store shelves lately, so who knows what will happen? Maybe this bunch of blarney will smooth talk its way onto retail shelves.

NO SPILL CHILL

Description: An ice-cube tube

Main Pitch: "Just pop and the cubes drop directly into the cup"

Main Offer: \$10 for three

Bonus: Three more (just pay P&H); six Chill Sticks (free)

Marketer: Lenfest Media/Allstar Products

Website: www.NoSpillChill.com

Rating: 3 out of 5 ★★★☆☆

Ice-cube trays haven't changed much in a century, and most people today have refrigerators that make ice. So, at first blush an item like this shouldn't have a chance on DRTV. My typical comment would be: "Cool bonus/catalog item, but not enough for a whole commercial." So why am I on the fence? Because of the production company involved, and the end result of its work. Somehow, the Schwartz team has managed to fill an entire commercial and make the product quite compelling in the process. I've seen them do this before (with both **Snap-2-0** and **Perfect Tortilla**). Indeed, it appears to be another special talent of theirs — food styling being the primary one. This is also a rare case where the offer actually does something for the pitch, which is refreshing in the era of boring BOGOS. Kudos to whoever came up with it.



EASY MINDER

Description: A pill organizer

Main Pitch: "Lights up and sounds off so you never forget to take your meds again"

Main Offer: \$10 for one in green or blue

Bonus: None

Marketer: Ideavillage Products

Website: www.GetEasyMinder.com

Rating: 2 out of 5 ★★☆☆☆

Without exaggeration, I can say I've helped evaluate at least 50 different pill organizers in my career. The number is probably closer to 100 by now. Interestingly, none ever made it through the process and onto TV. Searching my blog archives, in fact, I can only find one pill organizer that was ever even tested on DRTV (**My Pill Organizer**, fall 2012). Most of the ones I saw were eliminated early and for the same reason: Pill organizers are ubiquitous at retail, so it is very hard to find a point of difference worth getting excited about. The alarm feature built into this pill organizer is a decent attempt, but it still falls short. A watch with an alarm is a much more practical solution to the problem presented — and a lot more portable, too. Forgetting to take one's meds also strikes me as a very senior problem, and DRTV history has shown there are not enough of said seniors to sustain a DRTV campaign. The few exceptions that have done well on DRTV ultimately failed to produce big numbers at retail. For these reasons, I don't expect this project to make it very far ... but I do expect to see pill organizer No. 101 any day now.



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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