

SCIMARK REPORT

BY JORDAN PINE

The large number of multi-way competitions I cover in these pages may create the impression that the DRTV industry lacks any originality or independent initiative. Not so. While it's certainly true that more DRTV marketers than ever are choosing convergence over more novel approaches, divergence is a robust counter-trend. This month, I offer three recent examples.



FLEXI-FRISBEE

Description: A new kind of Frisbee

Main Pitch: "The soft and flexible, crazy catchable flying disc"

Main Offer: \$10 for 3

Brand: Wham-O

Marketer: Ideavillage Products

Website: www.FlexiFrisbee.com

Rating: 3 out of 5 ★★☆☆☆

Ideavillage has continually been ahead of the industry when it comes to using branding strategies. Its recent efforts under the **Wham-O** license are a case in point. It's not uncommon for DR marketers to jump into the kids' category from time to time as the opportunity presents itself, especially when the market is going crazy for a particular type of toy (see plush, circa 2012). But it is uncommon for a DRTV marketer to commit as fully as Ideavillage has committed. This is at least its seventh **Wham-O** branded activity toy and third year in this business.



FRESH POPS

Description: Popping breath mints

Main Pitch: "They crackle and pop the second they touch your tongue"

Main Offer: \$10 for 20 packs, free shipping

Bonus: 20 more packs (just pay a separate fee)

Marketer: TELEBrands

Website: www.BuyFreshPops.com

Rating: 2 out of 5 ★★☆☆☆

No one has ever demonstrated that candy can work on DRTV. My S7 checklist (*see bottom left*) — especially the *needed* and *targeted* criteria — points toward certain failure. But then, it would be a mistake ever to underestimate TELEBrands. Against all odds, they made books work on DRTV and then proceeded to blow everyone's mind by launching a hit coloring book — for adults. Personally, I always loved **Pop Rocks** and would probably try these. But I certainly wouldn't buy 20 or 40 packs my first time.

PERFECT POSTURE BRA

Description: A posture-correcting bra

Main Pitch: "Helps lift, support, and align your spine as it helps relieve back pain"

Main Offer: \$19.99 for one in nude

Bonus: Second one in black (just pay P&H)

Marketer: Tristar Products

Website: www.BuyPostureBra.com

Rating: 4 out of 5 ★★★★★



One way to look at this is as an example of convergence. TELEBrands discovered a hit in **Royal Posture** in 2014, and Tristar — after failing with one type of competitive item (**Posture Fix**) — is now trying with another type of competitive item. But a better way to view this project is as a possible extension of the **Genie** line, one of the greatest examples of divergence in industry history. If not for Tristar, we would think having a DR bra line was as ridiculous as having a DR candy business.

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.

© Copyright 2016 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.

