

SCIMARK REPORT

BY JORDAN PINE

FAMILY FEUD!

This month I cover a “family feud” — two head-to-head competitions between companies with CEOs who are related. It’s a crazy industry!



HURRICANE SPIN SCRUBBER

**Main Offer:** \$39.99 for the set  
**Bonus:** Second set (pay separate fee)  
**Marketer:** TELEBrands  
**Website:** [www.SpinScrubber.com](http://www.SpinScrubber.com)

Rating: 3.5 out of 5 ★★☆☆☆



TURBO SCRUB

**Main Offer:** \$39.99 for the set  
**Bonus:** Second set (pay separate fee)  
**Marketer:** Ontel Products  
**Website:** [www.TurboScrub.com](http://www.TurboScrub.com)

Rating: 4 out of 5 ★★★★★

As I write, Hurricane Spin Scrubber is No. 6 on the charts and Turbo Scrub is No. 9. That means like so many battles these days, this one will come down to speed and execution. The commercials won’t matter because consumers seldom remember which one they saw. But for industry insiders, here’s the analysis:

The TELEBrands commercial positions the product as a tool with a single attachment and then adds the other attachments as bonus items, demonstrating them in sequence. While that’s less confusing, it also creates a situation where the price initially seems expensive and the “end” of the commercial (the offer) starts building well before the 60-second mark. The Ontel commercial takes a different approach, weaving the various attachments throughout the spot. That creates the impression of a more versatile product early on, but it also makes it less clear what you get until the very end. Interestingly, neither commercial precisely follows the precedent for this type of “Swiss Army” product: Ideavillage’s Spin Spa. That’s even odder when you consider that: a) the 2006-2007 hit is back and topping the charts once again (see last month’s column); and b) the production company responsible for Ontel’s commercial, Sullivan Productions, also produced both the old and new versions of the Spin Spa commercial.

But wait, there’s more! At press time, Emson had reintroduced its version of this power scrubber with a newly licensed brand. ScrubTastic is back and is now **Clorox ScrubTastic**. I originally thought Emson, which was third to market, had decided to drop out. Now that its strategy is clear, I think it has a credible shot at grabbing market share. It also happens to have the best of the three commercials (by Hutton-Miller). In other words, this just got even more interesting.



AIR DRAGON

**Main Offer:** \$39.99 for one  
**Bonus:** Deluxe upgrade, second one (pay separate fee)  
**Marketer:** TELEBrands  
**Website:** [www.BuyAirDragon.com](http://www.BuyAirDragon.com)

Rating: 3 out of 5 ★★☆☆☆



AIR HAWK

**Main Offer:** \$39.95 for one  
**Bonus:** Deluxe upgrade  
**Marketer:** Ontel Products  
**Website:** [www.BuyAirHawk.com](http://www.BuyAirHawk.com)

Rating: 4 out of 5 ★★★★★

This is a similar situation. Air Dragon is No. 13 on one chart and Air Hawk is No. 19 on another. No need to rehash what I said above: speed and execution will be the key. Once again, Ontel is the beneficiary of the better commercial. Once again, the advantage probably won’t matter much since the products — and even the names — are so similar. Also, while the Ontel commercial is excellent, the product has limitations. Infomercials Inc. did a great job of coming up with visually compelling demos, but unfortunately none of them represent a common problem that isn’t easily solved. Factor in the higher price point, and I don’t see this one being a volume-producing item.

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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