# Research SciMark Report

### **By Jordan Pine**



## HALF TIME DRILL DRIVER

**Description:** A pivoting, two-headed bit holder **Main Pitch:** "The innovative way to drill, flip and drive in only five seconds"

Main Offer: \$19.95 for one with hard case and

12 bits

Bonus: Complete second set (just pay additional

P&H)

**Starring:** Beau Rials

Marketer: Allstar Products Group Web site: www.GetHalfTime.com

#### Rating: 4.5 out of 5 $\star$ $\star$ $\star$ $\star$

The only reason I didn't give this one a perfect rating is the offer is a "bit" unclear. Lame puns aside, I mean all the bits they give away make the product seem more complicated than it is. To my mind, this is a value version of **Dual Drill**. Given that item was a long-form success in 2006 at \$120, it's pretty safe for me to predict this \$20 solution will be successful.

## **SLICE-O-MATIC**

**Description:** A food slicer and chopper

Main Pitch: "It lets you slice, slice, slice your prep time in half"

Main Offer: \$19.99 for one

**Bonus:** Second one (just pay separate processing)

Starring: Marc Gill
Marketer: TELEBrands
Web site: www.Slice0Matic.com

Rating: 4 out of 5  $\star \star \star \star \star \Rightarrow$ 

I love the throwback name of this item. As for the rating, I am only playing the odds here. After all, there seems to be a successful slicer or chopper introduced every two years (2007: **Chop Wizard**; 2009: **Slap Chop**) — and this one is both. I do have one concern that I have with all products

that perform multiple functions: Is it completely *clear* what it does? It slices. It adjusts to do that

"thick or thin." It chops. It juliennes. That's quite a bit to fit into a minute-and-a-half. Otherwise, I like the odds here. I've reviewed many slicer/dicers during the past few years that had a fatal flaw or just hit the market at the wrong time. But this one has all the success factors aligned.



#### **BLACK OUT**

**Description:** A security stamp

Main Pitch: "Block out your personal information so no one can see it and steal it"

Main Offer: \$14.99 for two with free security pen Bonus: Double the offer (just pay separate S&P)

Marketer: SAS Group

Web site: www.BuyBlackOut.com

Rating: 2 out of 5  $\star$   $\star$   $\dot{\sim}$   $\dot{\sim}$ 



This product fails an important S7 criterion: It is incorrectly *targeted* for DRTV. Of the many behaviors that drive sales, there are two important opposites that must be understood: *impulsiveness* and *preparedness*. Impulsiveness is our inner kid in a candy store: "I gotta have that iPhone right now!" Preparedness is the parent in our head: "Better stock up on Kleenex now that cold season is here." The problem with trying to sell a preparedness item on DRTV is that our buyer is motivated by impulsiveness. Just look at the catch-phrases we employ: "Act now!" "Don't delay!" "Call right now and we'll double the offer!" "This offer is not available in stores!" And on and on. This is why I always preach *prevention doesn't sell*. Prevention is a form of preparedness.

On a related note, many marketers have tried and failed to turn media scares into DRTV hits. For example, swine flu led three or four companies to chase items that prevent the spread of germs. Similarly, while identity theft horror stories make

great material for the evening news, they do not make for great DRTV campaigns.



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