By Jordan Pine



INSTALIFT

Description: A paint remover

Main Pitch: "The fast, easy way to remove paint and

graffiti in just minutes"

Main Offer: \$10.99 for one bottle Bonus: Second bottle (just pay P&H) Starring: Art & Michelle Edmonds

Marketer: QEP

Website: www.GetInstaLift.com

Rating: 4 out of 5 ★★★☆

There are many pitchmen and a few pitchwomen, but Art and Michelle are the industry's first pitch*couple* — and putting them together was a brilliant idea! Consider the challenge that unisex products like this one typically present: A producer must find a pitchperson who can sell equally well to men and women. Since that person doesn't really exist, most producers settle for someone who is at least credible to guys and likable to ladies. But with Art and Michelle, there is no need to settle. The two simply "pass the pitch" back and forth depending on which demographic is being targeted. It's genius, and it works just as well here as it did the first time they pitched an item (InstaGrip) together for this marketer.

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 (7) clear.

PRESS DOME

Description: A sealing dome

Main Pitch: "Instantly vacuum seal any dish, bowl or plate so all your food stays fresh and tastes great"

Main Offer: \$14.99 for one Bonus: Second one (just pay

handling)

Starring: Anthony Sullivan
Marketer: Media Enterprises
Website: www.PressDome.com

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

This is another case where a great creative team has taken an otherwise mediocre product and made it into something spectacular. Sully is talented both behind the camera and in front of it, but when he is directed by John Miller, his pitch reaches a whole new level of excellence. I thought that when I saw their first collaboration — Media Enterprises' Mighty Fixit — and this commercial confirms it. Still, I think it will be difficult to defy the odds here and have success with a food-saver product. Debbie Meyer Green Bag is the only one I know of that ever succeeded. Adding to my doubts: This product already failed once on DRTV. That January 2012 commercial featured actress Erin Murphy (Tabitha on Bewitched) and a kitchen-sink offer. This commercial has a simpler offer and features one amazing demo after the other, but I'm not convinced it will be enough.



HOT PONEZ

Description: Bands for making ponytails

Main Pitch: "A hot new twist on the ponytail classic"

Main Offer: \$10 for six (two brown, two black, two gold)

Bonus: Style guide and teaser brush

Website: www.HotPonez.com

Rating: 2 out of 5 \star \star \Leftrightarrow \Leftrightarrow \Leftrightarrow

To use a favorite catchphrase: This is a one-in-50 category. How do I know? Because marketers have literally tested 50 different hair products on DRTV since I began my career, and I can only think of one bona-fide hit (Allstar's **Bumpits**). The early indication is that Allstar's **Hot Buns** could become the second, but we'll see if it makes my *True Top Spenders of 2013*. Until then, I remain skeptical — especially in this case. As opposed to buns, ponytails strike me as relatively easy to make without the use of special bands.



© Copyright 2013 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.