SCIMARK REPORT

BY JORDAN PINE

DUELING WOOD CLEANERS



AMISH SECRET

Main Offer: \$10 (BOGO)
Bonus: Furniture repair markers
Marketer: TELEBrands
Website: www.AmishSecret.com
Rating: None (comparison only)

I reviewed **Dutch Glow** in my January column, writing that although I liked the product, pitch and demos, success in the category has become "highly unlikely these days." Since then, **Dutch Glow** has shot to the top of the Jordan Whitney hit list and remains there. About eight weeks after it broke the top 20, TELEBrands tested this competitor under the name **Olde Amish** and now appears to be in full rollout under the current name.

A careful viewing of these commercials reveals certain key differences, but nothing the average consumer will remember by the time he or she gets to retail. Both commercials invoke Amish tradition without claiming a direct link to the Amish people. **Dutch Glow** is "based on a centuries-old Amish woodworkers' formula." **Amish Secret** was "developed to honor the Amish heritage of fine craftsmanship." For what it's worth, the **Dutch Glow** commercial is the better of the two with stronger demos (the down pillow demo especially)

DUTCH GLOW

Main Offer: \$10 (BOGO)
Bonus: Microfiber polishing cloth
Marketer: SAS Group
Website: www.DutchGlow.com
Rating: None (comparison only)

and a more compelling conspiratorial positioning made infamous by Kevin Trudeau. In this case, it isn't what drug companies don't want you to know; it's what those nefarious furniture-polish companies don't want you to know.

So who will win this duel? The smart money is on TELEBrands in these situations, despite SAS Group's head start. Playing from behind hasn't much mattered to TELEBrands, the latest and clearest example being **Pocket Hose**.

RUBBER BOTTOMS ARE

SKID RESISTANT



CATCH CADDY

Description: A drop-stopper and car organizer

Main Pitch: "Catch dropped items and create storage in

your vehicle"

Main Offer: \$10 for one

Bonus: Second one (just pay P&H) **Marketer:** Allstar Products/Lenfest Media

Producer: Opfer

Website: www.CatchCaddy.com

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

Two products like this one have been tested before on DRTV. The first was **Drop Stop** in 2011. The second was **Kleva Catch** in summer 2012. In DR, the third time is never the charm ... but what about the third time — with a twist? The difference between this product and those products is the addition of the organizer feature. That may be enough to defy the rule in this case.

FUN FEET

Description: Slippers

Main Pitch: "As comfy as bare feet with the protection of a slipper and the

coziness of socks'

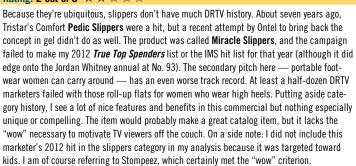
Main Offer: \$12.99 for one set

Bonus: Price cut to \$9.99 each when

buying two or more

Marketer: Ideavillage Products
Producer: Monte-Brooks
Website: www.GetFunFeet.com

Rating: 2 out of 5 ★★☆☆☆



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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