

## SCIMARK REPORT

BY JORDAN PINE

## DUELING WAIST TRAINERS



## MISS BELT

**Main Offer:** \$19.99 for one in black**Bonus:** Second one in nude (just pay P&H)**Marketer:** Ideavillage Products**Website:** [www.MissBelt.com](http://www.MissBelt.com)**Rating:** 4 out of 5 ★★★★★

## GENIE HOUR GLASS

**Main Offer:** \$19.99 for one in black**Bonus:** Second one in nude (just pay P&H)**Marketer:** Tristar Products**Website:** [www.GenieHourGlass.com](http://www.GenieHourGlass.com)**Rating:** 4 out of 5 ★★★★★

Trying to capitalize on a hot new trend can be risky. It can also be quite lucrative. In this case, I'm told the trend (so-called "waist training") was started by the incomparable Kardashian sisters. They created strong buzz, which led to sales of more expensive versions of this item, which led to these projects in a classic DR value play. If it pays off, these products will enjoy the support of cost-free impressions from celebrity media, social media and so on. Speaking of trends, this approach is an industry trend I am noticing more and more. For example, word is the No. 1 bestselling DRTV product at retail right now — a power pedicure gadget — took off because a \$40 product by Amopé was getting a lot of attention. Call it a "drafting" strategy — as in car racing, where followers benefit from the leader's slipstream. If you can time it right and drop in behind the leader, you can sometimes shortcut success.

As for who will win this duel, it's hard to say. Both distributors are formidable. Tristar has the strong brand and the better commercial, but I suspect placement at retail will be more important. Best guess: These two initially split the business profitably but then cut deeply into that profit fighting a battle of attrition. That's how it tends to go in these situations.

## GRASS SHOT

**Description:** Grass seed in foam form**Main Pitch:** "Amazing new hydro-seeding system actually attaches your seed to the ground"**Main Offer:** \$19.99 for one**Bonus:** Pocket Hose Ultra (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.GetGrassShot.com](http://www.GetGrassShot.com)**Rating:** 3 out of 5 ★★★★★

Another hot new trend is hydro-seeding. As with the hose wars, TELEBrands is the follower. The leader is Eagle Eye with **Hydro Mousse**, which launched in April 2014 and spent 22 weeks on the Jordan Whitney charts. Of course, that doesn't mean TELEBrands won't completely dominate the category like it did with **Pocket Hose**. As for the product, I can see why it's succeeding. It seems people are always in the market for a cheaper and easier way to get a great lawn. Bonus: Foam is even easier to apply than seed and more likely to survive long enough for grass to actually grow. There is one thing I wonder about: How the introduction of this improved technology will impact sales of **Grassology**, another TELEBrands item that is already at retail.



## CLEVER KEY

**Description:** A key organizer**Main Pitch:** "Makes getting in and out of locked doors fast and hassle-free"**Main Offer:** \$10 for one in red**Bonus:** Second one in black (just pay P&H)**Marketer:** Spark Innovators**Website:** [www.GetCleverKey.com](http://www.GetCleverKey.com)**Rating:** 2 out of 5 ★★★★★

This is a "Swiss Army" product of a different sort. I typically use that moniker to describe products that have too many uses for one DRTV commercial. This product has just one use, but it literally looks like a Swiss Army knife. That could signal to women that this product is only for men. Come to think of it, maybe it is. Women typically carry bags, so a bulky key ring is less of an issue for them. Of course, a pitch targeted toward men only can certainly be successful (see **The One** by MicroTouch), but women are the bigger buying group by far, so male-oriented products tend to have lower odds of success. There's also another issue at play here that will narrow the target market further: the "Odd Couple" problem. Because more people are like Oscar Madison than Felix Unger, it's hard to find organizational items with mass appeal.



## 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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