

SCIMARK REPORT

BY JORDAN PINE

In keeping with my new promise to blog only about projects that have become campaigns, this month's column features three rollouts that were new to the charts at press time.

RODENT SHERIFF

Description: An anti-pest spray

Main Pitch: "You just spray to keep pests away"

Main Offer: \$10 for one bottle

Bonus: Second bottle (just pay a separate fee)

Website: www.RodentSheriff.com

Rating: 4 out of 5 ★★★★★

Consumers have become super-conscious about all the chemicals they eat, breathe, and come into contact with. They are primed for any way to get a job done with a natural alternative. The trick is to convince them that the new solution is just as effective as the old chemical version, and this is where the art of the pitch factors in. The Opfer Communications team did a great job selling the idea that this peppermint repellent will work as well as pesticides



or poison. They skillfully overcame the product's one weakness (credibility) with two very convincing demos.

SWERVE BALL

Description: A specially shaped baseball

Main Pitch: "Fun and wild and lets you pitch like the pros"

Main Offer: \$14.99 for three balls with "sweet spot" sleeve

Bonus: Three additional balls, strike zone target (free)

Marketer: Ideavillage Products

Website: www.BuySwerveBall.com

Rating: 3 out of 5 ★★★★★

Ideavillage is on a roll with sports toys. At press time, its **Hamper Hoops** was also on the charts, and its **Hover Ball** had only recently left the charts. That's baseball, basketball, and soccer — right down the checklist of America's favorite kid sports — so they are obviously onto something here. Yet I'd advise other marketers to exercise caution before jumping in. Like toys in general, this is a case where one needs to develop special expertise, particularly with regard to how to manage retail. For example, it was interesting to observe who survived the "plush glut" following the success of **Pillow Pets** in 2010. It was a toy company (Jay at Play) with an expertise in managing the life cycle of such programs.

SLICE RIGHT

Description: A watermelon slicer

Main Pitch: "The new way to cut and serve [watermelon] with ease"

Main Offer: \$19.99 for one

Bonus: Second one (free)

Marketer: Spark Innovators

Website: www.GetSliceRight.com

Rating: 3 out of 5 ★★★★★

This campaign defied the odds because it is both seasonal and highly focused on a single use. Seasonal items can work if the selling season is long enough or the demand is high enough. Allstar's **Magic Mesh** is



a good example of the former, and TELEBrands' **Star Shower** is a good example of the latter. Single-use items are more problematic. Typically, even if an item starts narrow, it later expands to other credible uses. This product struggles to look useful for much more than slicing watermelon. On the other hand, watermelon is America's third-favorite fruit. People consume about 15 pounds of it per year, according to the U.S. Census Bureau. That's

just less than apples at 16 pounds per year. Cantaloupe, another fruit this product can slice, also makes the top-10 list. Put it all together and there was obviously enough demand here to make this a campaign. Oh, and in case you were wondering what America's favorite fruit was, it's bananas — we eat 25 pounds on average each year.

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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