

SCIMARK REPORT

BY JORDAN PINE

GOTHAM STEEL PASTA POT

Main Offer: \$29.99 for one**Bonus:** 9.5-inch pan**Starring:** Chef Daniel Green**Marketer:** Emson Products**Website:** www.GothamSteelPot.com**Rating:** 3 out of 5 ★★☆☆☆

RED COPPER BETTER PASTA POT

Main Offer: \$29.99 for one**Bonus:** Double the offer, 10-inch pan**Starring:** Cathy Mitchell**Marketer:** TELEBrands**Website:** www.BetterPastaPot.com**Rating:** 3 out of 5 ★★☆☆☆

The “pan wars” have forced the involved parties to line extend and advertise aggressively to maintain their shelf space. That means they have been putting a lot more impressions behind their brands than normal, which has raised an age-old question: How much awareness is required to create real brand equity you can use? This is an interesting way to try answering that question. The strategy is simple: identify “Old Gold” from the product category, apply the relevant brand name and promise (nonstick ceramic), and test to see if the equity can help resurrect the item. This is the second such experiment I have noted. The first involved a 2009-2010 Allstar hit called **Perfect Brownie** — although for some reason Emson chose someone else’s brand and promise (**Brooklyn Brownie Copper**) instead of its own. TELEBrands followed with **Red Copper Brownie Bonanza**. As for this case, the inspiration is older and even “goldier.” In 2003, Merchant Media introduced the first pasta pot with a straining lid under the name **Pasta Pro**. It was such a monster hit that no less than three other marketers, including TELEBrands (**Better Pasta Pot**) and Emson (**InstaPasta Pot**), quickly followed. That’s right: 14 years ago, it was the “pot wars” everyone was talking about. As Mark Twain said, “History doesn’t repeat itself, but it does rhyme.”

3 SECOND BROW

Description: An eyebrow stamp**Main Pitch:** “Perfect, symmetric eyebrows in just three seconds”**Main Offer:** \$14.99 for kit and powder compact**Bonus:** Second kit with powder compact (just pay P&H)**Starring:** Taylor Baldwin**Marketer:** Allstar Products**Website:** www.3SecondBrow.com**Rating:** 4 out of 5 ★★★★★

Taylor Baldwin is the reigning queen of DR beauty. She is without peer and without even credible competition. That’s because most short-form marketers have no clue how to sell beauty products to women. Baldwin has obviously discovered the magic formula, which I observe



relies heavily on “social proof.” Introduced by social psychologist Robert Cialdini, this principle of persuasion was first put to good use by the infomercial geniuses at Guthy-Renker. Baldwin has shown a long format is not necessary to use it effectively. This spot is a case in point. For sure, the product meets the requisite criteria. It’s *needed*, correctly *targeted*, and *different*. However, it’s easy to imagine how the product could have come across as gimmicky and cheesy if not for the credibility boost of the commercial’s “on-air focus group” showing convincing, first-time reactions from real women. Another important point: the production quality is beautiful enough for beauty, and that is something only a handful of DRTV producers really know how to deliver.

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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