

By Jordan Pine



PUMMAGIC

Description: A cleaning product and stain remover

Main Pitch: "Tough enough to get the tough stains out, but gentle enough for any surface"

Main Offer: \$10 for one bottle with Shaminator sponge

Bonus: Complete second set (just pay S&P); spinning toilet brush (just pay processing)

Starring: Hulk Hogan

Marketer: TV Goods

Rating: 2 out of 5 ★★☆☆☆

Like most guys who grew up in the 1980s, I like the "Hulkster." I also think it's plausible that he could have a successful career as a DRTV spokesman. But this commercial won't get him there, brother. It's not him, and it's not the product, which I think has potential if marketed correctly — it's the pitch. Just one example: Making the secret "tiny volcanic micro-particles" adds to the inherent credibility challenge a "miracle" cleaning product like this faces. It sounds bogus. Why not simply tell people this is a powdered form of the same stone they already use to care for their feet? An even bigger problem is the demos. They've all been done a hundred times since the late, great Billy Mays made **OxiClean** a household name. A fresh approach is required to have a fighting chance in this category, and this creative doesn't offer it.

JACK RACK

Description: A total body workout device

Main Pitch: "Over 50 exercises in one compact unit"

Main Offer: \$14.95 plus S&H for a 30-day trial

Bonus: Three DVD workout programs

Starring: Chuck Lidell

Marketer: Harvest Direct

Website: www.JackRack.com

Rating: 3 out of 5 ★★★☆☆

In the modern era, real "blood sport" has eclipsed the fun, fake stuff that made Hulk Hogan a household name. It's called mixed martial arts (MMA), and it's more popular than even boxing these days. Chuck Lidell is one of the legends of the sport and, for those keeping score, he's at least the fifth MMA personality to enter the DRTV arena since Randy Couture started the trend with Body By Jake's **Tower 200**. Will Lidell be as successful as his former opponent? Although this product meets the criteria, I'm on the fence. That's because, in a word, this campaign seems a bit too *derivative* — especially for a marketplace that is quickly becoming crowded with these "As Seen on TV" multi-gyms. Even the product itself is derivative: It handles that rotate like BodyRev's "Perfect" products. I think that will hurt response when people try to decide if this one's *different* enough to buy.



Chest Magic

Description: An upper-body workout device

Main Pitch: "The fast, easy way to get the perfect upper body and abs you've always wanted"

Main Offer: \$14.95 plus S&H for a 30-day trial

Bonus: Workout DVD, chart and nutrition guide

Starring: Jennifer Nicole Lee

Marketer: Northern Response

Website: www.BuyChestMagic.com

Rating: 2 out of 5 ★★☆☆☆

In light of the previous review, I'll start with a positive and applaud the originality of this product. It's a unique machine that is only the second of its kind I can recall (**Perfect Pushup** being the first), although they did hedge their bets by throwing abs into the pitch. Otherwise, this is pretty standard fare, and Lee doesn't help matters because she lacks polish as a spokeswoman. All in all, there's not much to get excited about here.



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