

By Jordan Pine



HALO HANDS FREE

Description: A hands-free headset

Main Pitch: "The only device on earth that's truly hands free"

Main Offer: \$10 for two plus a Non-Slip Grip Mat

Bonus: Double the offer (just pay additional P&H)

Starring: Joe Gray

Marketer: Lenfest Media

Website: www.BuyHaloHands.com

Rating: 3 out of 5 ★★☆☆☆

This one makes the magazine for an unusual reason: the new pitchman it introduces. Putting aside the product (a long-shot) and the production quality, I like this guy. I especially like the crazy demos he dreamed up, such as putting the product on a back-flipping cheerleader and featuring it in a split-screen comparison sequence that pits him against . . . himself.

When Vince Offer came on the scene with **ShamWow!**, I heard lots of snobby comments about the low production value of his commercial. Then the campaign became a huge hit, and all the snobs tried to copy him (and failed). This is one of the first genuine attempts I've seen at doing what Vince did, which is to pitch a product in a quirky, original way without pretense or self-consciousness. I applaud the attempt even though the campaign definitely fails a few of my key criteria.

(Full disclosure: I helped tighten up the copy for this commercial and make it ready for DRTV, but the great creative ideas were all from Gray.)

WHAT MAKES UP THE SCIMARK SEVEN (S7)?

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.

PUSHOVER PLUNGE

Description: A toilet plunging device

Main Pitch: "Works like a bellow, giving you 25 times more pressure than a regular plunger"

Main Offer: \$10 for one

Bonus: Second one (just pay processing)

Starring: Anthony Sullivan

Marketer: TELEBrands

Website: www.PushoverPlunger.com

Rating: 2 out of 5 ★★☆☆☆

If you're a longtime reader of this report, you know I love aphorisms in catchphrase form. *Prevention doesn't sell. Confusion is a sales killer.* And so on. Well, I have a new one: *S**t solutions don't sell.* I am not disparaging the product or trying to insult the very capable people who put this commercial together. I am being serious. In my experience, there is something about excrement — whether canine, human or otherwise — that kills the impulse to buy. For example, so many pooper-scoopers have failed that I believe the category should be banned from DRTV. Whenever anyone shows me such an item, I stop him or her at "poop." The same thing has proved true for products that deal with human waste. Less than a year ago, I worked on a spot for a plunger with a really amazing demo. It was incredible to watch in action (on simulated substances, of course). But it didn't come close to working on DRTV. Grossing people out is just not a good way of getting their wallets out.

Easy As 1,2,3!



MARBLE COOKWARE

Description: Ceramic cookware

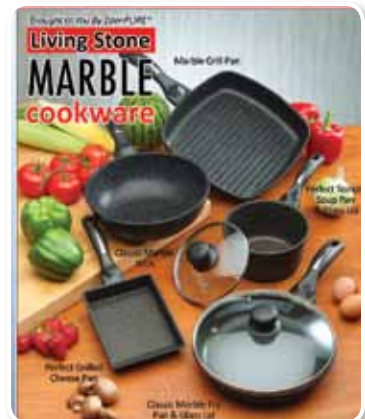
Main Pitch: "The non-stick wonder that's guaranteed to be non-scratch, too"

Main Offer: Free 7-inch omelet pan (just pay S&H)

Website: www.MarbleCookware.com

Rating: 1 out of 5 ★☆☆☆☆

Speaking of aphorisms in catchphrase form, another favorite is: *There's only room for one.* The one that has emerged in this new sub-category of cookware is TELEBrands' **Orgreenic**. IdeaVillage's **Yoshi Blue** may try to give it a run for its money, but that makes things even worse for this product since it ends up third to market with a *me-too* solution. With two such powerful competitors in the marketplace, "can't scratch the surface" will describe both the product and its sales.



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