

SCIMARK REPORT

BY JORDAN PINE



BEALIGNED

Description: A knee pillow

Main Pitch: "Stays in place and helps eliminate back pain"

Main Offer: \$19.99

Bonus: Second one (just pay P&H)

Marketer: Top Dog Direct

Website: www.TryBeAligned.com

Rating: 2 out of 5 ★★☆☆☆

Some folks have trouble understanding why I devote so much time and effort to creating free content. The short answer is that I learn as much from writing this report as people do from reading it. The process makes me smarter about what works on DRTV and keeps me (and my clients) from repeating others' mistakes.

I bring this up because when I evaluated this project, I had a fuzzy recollection that something like it had been tried before. Then I searched my free-content blog and discovered four knee pillows have been tried in the past few years. There was the **Sobakawa Knee Pillow** in 2012, the **Ultimate Knee Pillow** in spring 2013, and Ontel's **Huggy Knee Pillow** in summer 2013. All three were essentially the same product and similar in concept to this one. Even Contour Products, the company that introduced this concept with the 1999-2002 hit **Contour Leg Pillow**, got in on the action with a new concept called **Double Back**. None were hits.

Perhaps the folks at Top Dog Direct have some new information. Perhaps the success of **BeActive**, which certainly came as a surprise to me, taught them something that fixes whatever went wrong with previous attempts. All I can say from the outside is: If the third time is seldom the charm in DR, the fifth time looks like a real long shot.

As for the commercial, which is otherwise great, I have one nit to pick: I don't like it when the people giving the testimonials are also shown using the product. In this case, it's especially noticeable because the product is used in bed at night, so the viewer ends up watching people sleep. That will either feel creepy, fake, or both. Of course, viewers may not give it much thought.

CRYSTAL SMOOTH

Description: A hair remover

Main Pitch: "Gently buffs away hair pain free"

Main Offer: \$14.99 for body size, mini size and travel bag

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

Marketer: Ontel Products

Website: www.BuyCrystalSmooth.com

Rating: 3 out of 5 ★★★☆☆

This is an attempt at "Old Gold." The original hit was Ideavillage's **Smooth Away** (2008-2010). It was a monster, selling something like 10 times the average and remaining on the charts for more than two years. The problem: it died suddenly because of poor customer satisfaction. Are five years and a new design enough to erase the perceptions of the past? We'll see. There is some evidence the "seven-to-10 years" rule can be violated if the product is different enough. On the other hand, an attempt to launch this very product (under the name **Nina Silk**) in late 2013 was not successful.



PEDEGG MAGIC SLIPPERS

Description: A treatment for feet

Main Pitch: "Remove the thickest, roughest calluses and leave beautiful soft skin behind"

Main Offer: \$10 for one pair

Bonus: Second pair (just pay a separate fee)

Marketer: TELEBrands

Website: www.PedEggMagicSlippers.com

Rating: 2 out of 5 ★★☆☆☆

This is an attempt to put a twice-successful brand on a twice-failed product (**30 Minute Foot Repair**, **Pedi Peel Magic**) and turn a loser into a winner. Although callus-specific projects have occasionally been successful (TELEBrands' **Callous Clear** made the 2013 Jordan Whitney Annual Rankings), I have never liked the low perceived value of this particular concept. No matter how much you call them "slippers," these look like two baggies for \$10.

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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