

SCIMARK REPORT

BY JORDAN PINE

If this month's roundup of rollouts has a theme, it's second chances. Both of these campaigns started with a different marketer, looked like they weren't right for DRTV, and then ended up going the distance.

GET UP & GO CANE

Description: A two-handle cane

Main Pitch: "Provides a helping hand when sitting or standing"

Main Offer: \$39.99 for one

Bonus: LED light, self-standing base (free)

Marketer: TELEBrands/Lenfest

Website: www.GetUpAndGoCane.com



Rating: 3 out of 5 ★★☆☆☆

I wrote about this product, originally called **Mobile Cane**, about this time last year. I predicted it would fail for several reasons — the most obvious of which was who the product *targeted*. Less than 5 percent of the population uses a walking aid of any kind — let alone a cane — according to the Census Bureau. That should have made it wildly inefficient to use DRTV to advertise this item. Yet a year later, the project is a confirmed rollout for TELEBrands. My guess is that this has something to do with their ability to make something out of **Trusty Cane** in 2014 after two other variations of that value-priced **HurryCane (Clever Cane, My Cane)** had failed. TELEBrands must be applying whatever strategy they used in that case to this campaign as well.

COMFORT CLICK BELT

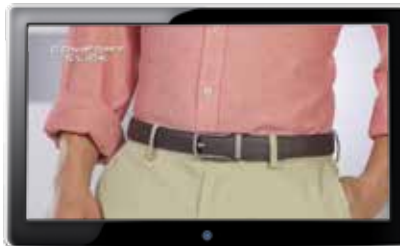
Description: An adjustable belt

Main Pitch: "The belt that fits every time, all the time"

Main Offer: \$19.99 for one in brown or black

Marketer: Ideavillage Products

Website: www.ComfortClickBelt.com



Rating: 4 out of 5 ★★★★★

As mentioned in the August issue, a version of this concept called the **Mission Belt** appeared on ABC's *Shark Tank* in April 2013. However, that's not why I consider it a "second-chance" item. The first time I saw this belt was in 2010 when Allstar Products tested it under the name **IncrediBelt**. Their pitch was very similar — "slides and clicks for a perfect fit" — yet the project failed. Was this just another case of bad timing? Perhaps, but an even more likely culprit is whom the marketers *targeted*. Allstar went after women; the others are going after men. This seems to have made all the difference. It got Shark Daymond John to pay \$50,000 for 20 percent of the Mission Belt company, and it made this project a rollout with approximately 240 national airings at press time, according to DRMetrix.

'PAN WARS' UPDATE: THE BATTLE CONTINUES

When I first wrote about a three-way war in non-stick pans in February, I assumed at least one of the combatants would quit. Nine months later, all have survived and thrived. Two have successfully launched single-item line extensions. Rather than write about each new item separately, here's an overall update.

GOTHAM STEEL

The first to enter the revived non-stick pan category, and the current owner of the hotly contested top spot, Emson has now launched two line extensions: Gotham Steel Double Grill and Gotham Steel Square Pan. At \$49.95, the latter campaign is also further evidence that breaking the price barrier is more than just possible — it's a trend.

RED COPPER

Although second to market in round pans, TELEBrands was first to go square with its Red Copper Square Pan. So far, there is no Red Copper Grill, but I imagine it won't be long before there's an attempt at a third offering to match Emson's pace.

COPPER CHEF

Tristar let Emson and TELEBrands duke it out on the short-form front while focusing on dominating long-form. The strategy worked. Its collection of copper pans stood alone at No. 8 on the September "Top 10 Long-Form Products" chart provided by DRMetrix. At press time, no other pan brand even makes the top 50.

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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