Research SciMark Report

By Jordan Pine

EZ MOVES

Description: A furniture moving system

Main Pitch: "Move any piece of furniture in your home by

yourself

Main Offer: \$19.99 for lifter and four hardwood-floor

sliders

Bonus: Four carpet sliders **Starring:** David Jones **Marketer:** Simtec Co.

Web site: www.GetEZMoves.com
Rating: 4 out of 5 ★★★☆

This is one of the best DRTV commercials I've seen in a long time. That's not surprising given the production company (Hutton-Miller, the team behind **Mighty Putty**, **iRenew** and others), but these guys really outdid themselves. The demos in particular are well thought out and beautifully executed.

In fact, the only reason I didn't give this five stars is the apparent failure of TELEBrands' **Moving Men** to make a comeback. Originally a hit in 2001, TELEBrands re-tested the item in July 2010. I haven't seen any signs it was successful, which is probably because similar "sliders" are all over retail. At least this version of the product has an important point of difference, one that addresses a question people always had about the product. Namely, how do you lift the furniture to get the sliders under there in the first place? This twist may just be enough to bring back a winner.



TOUVIT FORTE

Description: A paste that

removes stains

Main Pitch: "It's a crazy name

for a crazy cleaner"

Main Offer: \$19.95 for two tubes and two sets of cleaning

towels

Bonus: Easy Scrubber Starring: Tom Megalis Marketer: Fitness Quest Web site: www.2vit.com

Web site: www.2vit.com

Rating: 2 out of 5 ★★☆☆☆

There are certain products and categories that I call "sirens." Like the mythical creatures, they sing out seductively to passing marketers. But the result of following their call is always the same: shipwreck. Stain removers have become a siren category since **Oxi-Clean**. It's more than the category being crowded with competitive solutions. It's the fact that every possible demo has been done to death, so nothing feels different anymore.

This campaign's style is also a liability. There is a fine line between a realistic, old-school pitch (e.g., **ShamWow!**) and a low-quality commercial with an annoying pitchman. This one falls toward the latter. There are too many scenes and quick cuts crammed into this spot to establish realism, and Mr. Megalis is a little too entertained by his own jokes to be endearing.

SIDESHOW SKILLET

Description: A pan with two sections

Main Pitch: "Take the mess out of making delicious meals"

Main Offer: \$19.99 for one

Bonus: Titanium-edged Santoku knife

Starring: Cathy Mitchell

Marketer: Stay Focused Marketing Web site: www.SideshowSkillet.com Rating: 2 out of 5 ★★☆☆☆

This product is a classic solution in search of a problem. I can't think of a single good reason why anyone would need it. The commercial didn't help me out, either. It opens with: "Tired of messy meals that aren't worth the work?" but then never explains how the product addresses



that particular problem. On the Web site, they float the idea of not "mixing flavors," but the creative didn't address that one, either. The pitch also felt disorganized, and the demos were all over the place. I'm usually a fan of Ms. Mitchell's work, but this time she and/or the producer took a relatively simple product and made it feel complicated. The end result is confusion and a nice-looking commercial with little chance of success.



© Copyright 2010 SciMark Corp. These reviews represent the opinions of the author. Any inaccuracies are unintentional. To report an inaccuracy or provide other feedback, E-mail: <code>jordan@scimark.com</code>. The SciMark Report is also a blog at <code>scimark.blogspot.com</code>. SciMark Corp. is a firm that specializes in short-form DRTV advertising. For more information and a full description of the S7 scoring system, visit <code>www.SciMark.com</code>.