By Jordan Pine

ROCKY MOUNTAIN PURE

Description: A water filter

Main Pitch: "Turns ordinary tap water into Rocky Mountain-

pure drinking water"

Main Offer: \$14.99 for one, with two filter refills

Bonus: Water bottle (just pay S&H) **Marketer:** IdeaVillage Products Corp. **Website:** www.RockyMountainPure.com

Rating: 3 out of 5 $\bigstar \bigstar \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow$

Looking at this project in light of the **SciMark Seven (S7)**, I give the commercial high marks, the product mediocre marks, and the category poor marks. The commercial is great. It nails the USP repeatedly and visually with a clever juxtaposition of a waterfall next to a running faucet. As for the product, while it's properly targeted for DRTV and certainly different than other solutions on the market (it's a snap to put on and take off), I wonder if it's really *needed* these days. That just leaves the category, which is crowded with Brita products and the like at retail, and has a poor history on DRTV. In fact, I can't recall a single short-form success. The last attempt, Allstar's **Infinity Filter**, came out in February and was never heard from again.



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.

FROSTYBOWLZ

Description: A water bowl

for pets

Main Pitch: "Keeps water perfectly cold for up to 10

hours"

Main Offer: \$19.99 for one Bonus: Second FrostyCore

(just pay P&H)

Marketer: Talega Products

Website: www.BuyFrostyBowlz.com
Rating: 3 out of 5 ★★☆☆



This project has the same \$7 strengths and weaknesses as Rocky Mountain Pure. The creative is solid and meets all three of my criteria. The product is properly targeted and different, but I'm not sure it's really needed. That is, it doesn't solve a strong problem. Or, perhaps more to the point, the strength of the problem rises and falls with the seasons. I once worked on a portable pet hydration solution that had the same issue. This time of year, response was low. In the heat of summer, response spiked and came a lot closer to hitting the bar. That's a big challenge for retail, because you have to plan so far in advance. As for the pet category, it's one of the best on DRTV and at retail. However, pet bowls specifically have not had much success. Past disappointments include Allstar's Tidy Table and Jarden's Whoa Buddy bowl.

DURA WALLET

Description: A men's wallet

Main Pitch: Made of "the same material that protects important priority mail documents"

Main Offer: \$10 for one in

black

Bonus: Second one in brown **Marketer:** Allstar Products

LLC

The wallet that's

WALLET

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DESIGNATION

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Website: www.BuyDuraWallet.com
Rating: 3 out of 5 ★★★☆☆

Penalty! This spot uses one of my pet-peeve phrases: "space age." In the 1980s, that phrase sounded futuristic and new. Today, it's like most things from the '80s — cheesy and dated. Moving on, this project gets high marks in almost every area of the S7. The only question mark for me comes when I consider the category. History reveals consistent successes over the years (Magic Wallet, Slim Clip, Aluma Wallet), but also many failures — especially recently. I count four attempts since Aluma Wallet (Big Skinny, Aluma Slide, Micro Pop-Up Wallet, Magic Max), all of which flopped or are likely to flop. This one could hit it right and avoid the mistakes of the others. Or it could meet the same fate as the others because consumers just aren't interested in a slim wallet these days, especially with Aluma Wallet still in stores.



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