

SCIMARK REPORT

BY JORDAN PINE

THICKEN

Description: Shake-on hair fibers

Main Pitch: "In just seconds it creates the appearance of a full head of hair"

Main Offer: \$19.99 for one (choice of seven colors)

Bonus: None

Brand: DiCesare

Marketer: TELEBrands

Website: www.GetThicken.com

Rating: 3 out of 5 ★★☆☆☆



This idea isn't new (see **30 Second Hair** and **Toppik**) and neither is the idea of licensing a brand for DRTV. What is new is the frequency with which top DRTV companies are experimenting with these brand strategies. In the past, branding was a byproduct of a great DRTV campaign and lasted only as long as there were new products that could sustain reasonable CPOs. Today, I'm seeing less focus on CPOs and more concerted efforts to amp up homegrown brands with celebrities (e.g., Daisy Fuentes for **Secret Extensions**, Brett Favre for **MicroTouch**, and Richard Karn for **Pocket Hose**) or to leverage outside brands (e.g., Ideavillage's use of **Wham-O**). TELEBrands recently got into the latter game with the **Pearl Epil-Pen** (*Response*, July). This project and **DiCesare LiquiFix** continue the experiment.

GENIE SHAPE SKIRT

Description: A denim-looking skirt

Main Pitch: "Gives you a sculpted, slim shape that feels amazing"

Main Offer: \$19.95 for one

Bonus: Second one (just pay P&H)

Brand: Genie

Marketer: Tristar Products

Website: www.GenieShapeSkirt.com

Rating: 2 out of 5 ★★☆☆☆

If "jeggings" stands for jean leggings, would this be a "jirt"? Personally, I think "skeans" sounds better. It turns out both are in the *Urban Dictionary*, but they refer to actual denim where this is made of jeggings material. Hmm. So maybe "skeggings" is the way to go? That's actually also in the *UD*, but it has a different (although possibly appropriate) meaning: "Any form of physical interaction with the opposite sex. Ranges from mild skegging to full-on skegging."

I digress ... because I have little else to say about this. To me, it's like that **Hot Peplum** product that tested last year. (It turns out it wasn't



a sandwich topping after all but a short skirt of some kind). I have no idea if the look being presented is "in" or not. If it is, I suppose a Genie version is a plausible follow-up to **Genie Slim Jeggings**. I have trouble seeing it as anything more than a retail line extension, though.

On a related note, although I consider "apparel" a good DRTV category (recent history demonstrates as much). I confess to not understanding it very well. **Genie Bra** made sense to me because it followed a big success and thus was, apparently, much needed. All the jeggings, all the copper garments, and shapewear have a similar story, which is to say others proved there was a need for them before the usual suspects got involved. When that isn't the case, I find it hard to make an assessment. For all we know, each of the successes mentioned was preceded by 99 "fashion fails" we never heard about.

MOBILE CANE

Description: A two-handle cane

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

Main Offer: \$19.95 for one

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

Website: www.MobileCane.com

Rating: 2 out of 5 ★★☆☆☆

The success of TELEBrands' **Trusty Cane** last year and the success of Emson's **Car Cane** this year make canes seem like a good DRTV category. But not so fast: **Trusty Cane** drafted off the media spending of **HurryCane** and was clearly a retail play, since two other attempts to follow **HurryCane** failed (Ideavillage's **Clever Cane** and Tristar's **My Cane**). Meanwhile, **Car Cane** is really more about the car than the cane, meaning it hits a broader market than just people who uses canes. It's also



probably an outlier. And there are a few other negatives to consider. First, less than 5 percent of the population uses a walking aid of any kind, according to the Census Bureau. Second, Ideavillage tried both halves of this pitch in 2013. **EZ-Up** was a cane-like support device for sitting and standing. The aforementioned **Car Cane** is a folding cane with the same self-standing base and LED light featured here. In my experience, combining two flops isn't a winning DRTV strategy.

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.

© Copyright 2015 SciMark Corp. These reviews represent the opinions of the author. Any inaccuracies are unintentional. To report an inaccuracy or provide other feedback, E-mail: jordan@scimark.com. The SciMark Report is also a blog at scimark.blogspot.com. 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 www.SciMark.com.

