Research SciMark Report

By Jordan Pine



STRIKE N' SET

Description: A fishing lure

Main Pitch: "The world's only lures that set the hook for you"

Main Offer: \$19.99 for two

Bonus: 107-piece fishing gear package, tackle box

Website: www.StrikeNSet.com

Rating: 4 out of 5 $\star\star\star\star$

Fishing used to be a reliable category for DRTV hits, but in recent years the hits have been few and far between. The last ones I can recall are the **Rocket Fishing Rod** and TELEBrands' **Coleman Fish Pen**, both from many years ago. As a result, when I look at fishing products these days, I look for something really special. It has to meet all of my criteria and have that extra "wow factor" to boot. I felt that way about TV Goods' **Chum Chamber**, and I feel that way about this product as well. I especially like that it solves a painful problem (*it's needed*). There's nothing more frustrating than losing that fish you finally caught because the hook wasn't set properly! In fact, if this one doesn't succeed, I'm going to add "fishing" to my list of bad categories for DRTV — at least for the next few years.

CLEVER CUTTER

Description: A kitchen cutting tool

Main Pitch: "Puts a knife and cutting board into the palm of your hand"

Main Offer: \$10 for one with Handy Knife Block Holder

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

Marketer: Lenfest Media
Website: www.CleverCutter.com

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

When this product made its debut years ago, I was not a fan. The need for a product that combines a knife and cutting board escaped me. So when a leading DRTV company failed with it in the fall of 2006, I wasn't surprised. Now the product is back, and I'm a bit more

positive. Saying this is needed might still be a stretch, but I can see why people would want something that allows them to cut vegetables directly into a pot or bowl without the messy cleanup afterward. It's the same sort of pitch that worked for the Vidalia Chop Wizard. If the timing is right, who knows?



SALON EXPRESS

Description: A nail decorating kit

Main Pitch: "Beautiful salon results ... any time you want with any nail polish you have"

Main Offer: \$14.99 for the kit and five image discs

Bonus: French Manicure disc, eight-piece manicure/pedicure kit

Marketer: Spark Innovators
Website: www.GetSalonExpress.com

Rating: 3 out of 5 \star \star \star \Leftrightarrow \Leftrightarrow

Nail decorating products generally aren't a good fit for DRTV. The reason is simple demographics: The vast majority of short-form buyers are older than 50, but the *target* demographic for this type of product is well below that age

range. Once in a while, campaigns targeting young women do take off (see Allstar's **Bumpits**), but the odds of success are much lower than usual. That said, this product has a lot going for it because it's easy to understand, the results look great and, in a down economy, not "having to go to the salon and pay a fortune" will be appealing to many. The commercial is also well conceived. It uses the comfortable and credible "group of women" technique popularized by shows such as *The View*, adapted

for DRTV. It worked well for IdeaVillage's Yoshi Blade, and it works well here.



The PRODUCT should be:
(1) needed; (2) targeted; and
(3) different.
The CATEGORY should be:

The CATEGORY should be: (4) un-crowded.

The **COMMERCIAL** should be: (5) engaging; (6) motivating; and (7) clear.



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