

SCIMARK REPORT

BY JORDAN PINE

COLOR RECOVER BY MICHEL MERCIER

Description: A hair-dye applicator

Main Pitch: “Cover unsightly gray roots in just seconds”

Main Offer: \$14.95 for one

Bonus: Second one (just pay P&H)

Marketer: Emson Corp.

Website: www.ColorRecover.com

Rating: 3 out of 5 ★★☆☆☆

In DR, the third time is never the charm — unless you are Emson pursuing a brand strategy. The company's last Michel Mercier product, the **Ultimate Detangling Brush**, will easily make the top 20 of my **True Top Spenders** list for the first half of 2013. That's despite the fact both Allstar (**Orbit Brush**) and TELEBrands (**Hair Bean**) had previously failed with similar products. As for products that touch up gray roots, this is also at least the third time that concept has been tried on DRTV (after **Gray Away** and **Touch Up & Go**). Moreover, beauty experts generally agree that getting women to try new hair color products is one of the most difficult things to do. Still, I'll have to reserve final judgment on this one until I better understand Emson's strategy for the Mercier brand.

DURA WALLET

Description: A slim wallet

Main Pitch: “The amazing, unbreakable billfold” that's “five times thinner than ordinary wallets”

Main Offer: \$10 for one in black or brown

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

Starring: Marc Gill

Marketer: Allstar/Media Enterprises

Website: www.BuyDuraWallet.com

Rating: 4 out of 5 ★★★★★

In the August issue, we looked second chances, asking the question: ‘If not the third time, is the second time the charm?’ This project, originally reviewed in the October 2012 issue of *Response*, is another case study. It could also be a case study in one of three creative changes that can significantly impact cost-per-order: A change in positioning. This wallet is made of a material DuPont produces called Tyvek®, which has several commercial applications. The original creative focused on one of them: It's used to make those indestructible envelopes that protect “important priority mail documents.” This new spot focuses on another: It's “used to build and weatherproof tall buildings.” That's a major shift in value perception that could make the difference here. Having Marc Gill pitching and that race car “magic demo” (reminiscent of **Mighty Putty**) in the spot will also certainly help — which is why I'm upgrading my rating from three to four stars.

POPCORN MAGIC

Description: A popcorn ball maker

Main Pitch: “Simply scoop and press ... you get perfect popcorn balls every time”

Main Offer: \$10 for the “Starter Kit”

Bonus: Second kit (just pay S&H)

Marketer: Ideavillage Products

Website: www.GetPopcornMagic.com

Rating: 2 out of 5 ★★☆☆☆

I have often written about the DRTV “Siren,” a product so irresistible that one marketer after another is compelled to take his turn failing with it. Well, I am now prepared to identify my first Siren category. Somewhere between Allstar's **Big Top Cupcake** and TELEBrands' **Bake Pops**, the alluring myth that treat makers can work on DRTV was born — and dozens of failures don't seem to have dispelled it. Genuine hits such as Allstar's **Perfect Brownie** certainly haven't helped, but few ever stop to distinguish a genuine success from a survival story. Beware: unless you have the resources and resiliency of a “Big 5” DRTV company, such as Ideavillage, the song of this Siren should be resisted.

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.

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