

## SCIMARK REPORT

BY JORDAN PINE

## CLICKER MOP

**Description:** A self-wringing mop**Main Pitch:** "Just lift and click the handle ... it squeezes out every last drop"**Main Offer:** \$19.99 for one with extra mop head**Bonus:** Double the offer (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.ClickerMop.com](http://www.ClickerMop.com)**Rating:** 3 out of 5 ★★☆☆☆

Floor care has become a bad category for short-form DRTV. Sweepers are the worst, but mops have struggled as well. Success in the category was much more likely in years gone by, when a hit happened about once every five years. Smart Inventions' **Smart Mop**, a huge infomercial hit, kicked things off in 1994. As was common back then, it immediately duelled with a copycat in Media Group's **E-Z Mop**. The following year saw the introduction of Q-Direct's **Miracle Mop** to make it a three-way faceoff.



Five years later, DTR had a modest hit with **Mop 'N Toss**, which was No. 46 on the Jordan Whitney Annual that year. Five years after that, Allstar launched **Sweep 'N Mop**, which topped out at No. 27 on the same list the following year. And in 2008, Plymouth Direct (now Top Dog Direct) and Smart Inventions brought back the Smart Mop with modest success. The following year it was No. 69 on the Jordan Whitney Annual.

It's 2008 that appears to be the dividing line. Besides Smart Mop II, four other mops were attempted that year — all of them flops. They were TELEBrands' **Gorilla Mop** (an item similar to Smart Mop and this product), Ideavillage's **Sonic Mop**, Bona's **Hard Wood Floor Mop** and a Swiss-Army product called **Quantum Reach**. After that, it seems the industry got the memo. Since then I've only logged one attempt at launching a mop, an item that was tried in 2010 as **Flip 'N Easy** and, again, in 2012 as **Flip 'N Clean**. Both attempts were failures.

## LUMA CANDLES

**Description:** A flameless candle**Main Pitch:** "Brings light and fragrance together to enhance your total mind and body experience"**Main Offer:** \$19.99 for two plus a jumbo-sized candle**Bonus:** Double the offer (just pay P&H)**Marketer:** InvenTel**Website:** [www.BuyLuma.com](http://www.BuyLuma.com)**Rating:** 2 out of 5 ★★☆☆☆

Several flameless candles have been tried on DRTV over the years, none with any success. This particular product has some interesting and unique features — the remote control, the color-changing, the aroma — but I'm doubtful that will reverse the trend. Also, TELEBrands' **Perfect Harmony** candle was one of the coolest products I've ever seen, and that went nowhere. As for the commercial, I like the dreamy feel, spa music and softer VO. Kudos to the producer for doing it differently — and doing it right.



## NIGHT STARS

**Description:** A landscape light projector**Main Pitch:** "Changes any house from dark to dazzling in seconds"**Main Offer:** \$19.99 for one**Bonus:** Upgrade to two-color deluxe version (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.GetNightStars.com](http://www.GetNightStars.com)**Rating:** 2 out of 5 ★★☆☆☆

Products must solve a perceived problem in order to motivate people to buy them from DRTV ... most of the time. Sometimes a product is so fun and/or cool, people just "gotta have it." The quintessential example of this is **Snuggie**, but whole categories — such as toys (e.g., **Juggle Bubbles**) and anything capitalizing on a trend (e.g., **Secret Extensions**) — run on this principle. Which brings us to the other 90 percent of categories — staid categories such as outdoor lighting. Is it possible to find the Snuggie of landscape lighting? Color me skeptical (using a light projector, of course). Sure, people love to decorate their homes, but they really only get crazy about it during the Christmas season. Otherwise, unless you're running a bar or restaurant, you probably have very little interest in making the side of your house resemble a Las Vegas nightclub.



## 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.

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