

SCIMARK REPORT

BY JORDAN PINE



FINISHING TOUCH FLAWLESS

Description: A facial hair remover

Main Pitch: "Removes hair ... with an 18K gold-plated head that's hypoallergenic"

Main Offer: \$19.99 for one

Bonus: Facial brush (free)

Marketer: Ideavillage Products

Website: www.FinishingTouchFlawless.com

Rating: 5 out of 5 ★★★★★

This campaign was No. 2 on the DRMetrix *Weekly Top 40* at press time. It is yet another innovative hair remover from the company that made innovative hair removers one of the most successful categories in DRTV history. At a time when so many of the top 40 are brand extensions named Copper Fit, Gotham Steel, and so on, it's easy to forget the name Finishing Touch is 15 years old and established itself at a time when the phrase "DRTV brand" was an oxymoron. I know because I was a young marketing executive at the time, and no one believed our item business — which lived and died by cost-per-order — could spend what it takes to support a real brand.

Indeed, many tried and failed in the ensuing years (including us) until the industry perfected the formula. We're still perfecting it. If not done by Ideavillage, this product would probably have been named using the standard approach. That is, the marketer would have started from scratch with a generic name (say "RotoSmooth") with zero name recognition and weak brand potential. No doubt it would still be a huge success. But as demand tapered off, it would go down the memory hole with nothing left to show for all of those advertising dollars spent. As the direct sales side of the business continues to lose profitability, that old approach makes even less sense than it did before.



ATOMIC CHARGE WALLET

Description: A wallet with a battery inside

Main Pitch: "The best wallet you'll ever own — and it can even charge your phone"

Main Offer: \$19.99 for one

Bonus: Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.AtomicChargeWallet.com

Rating: N/A*

Moving a little further down the Top 40, we find this new twist on another Old Gold item at No. 21. TELEBrands is also responsible for the original hit, 2011's *AlumaWallet*, which was this product sans charger. This new success is noteworthy given the failure of every phone charger that short-form players have ever tried. Wallets, on the other hand, are constantly rolling out, so it appears the strength of the latter category is able to overcome the weakness of the former. It just makes sense that someday DRTV's worst category — phone and tablet accessories — will become one of its best categories. This success is another step in that direction.

[* — Disclosure: No rating, as the author wrote the spot for and helped bring the product to market.]



GRAB IT

Description: A reaching tool

Main Pitch: "Grabs where you can't reach"

Main Offer: \$19.99 for one

Bonus: Second one (just pay P&H)

Marketer: Allstar Products

Website: www.GrabItOffer.com

Rating: 3 out of 5 ★★★☆☆

This Old Gold product was No. 6 on the DRMetrix *Weekly Top 40* at press time. The original hit was Ontel Products' *Gopher*, which first appeared in a commercial starring the late, great Billy Mays. To be honest, I would not have guessed it could make a comeback. The reason is that, like many products from back then, this one eventually became a commodity item available in every drugstore. Kudos to Allstar for figuring out a meaningful upgrade to the concept by making it foldable and giving it "locking ratchet action." I do think the availability of the simpler version will limit sales but, then again, the first one was such a persistent success that it might not matter.

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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