



The SciMark Seven

The odds of having a hit DRTV campaign are highest with these seven qualities:

PRODUCT

1. NEEDED

Is the product needed enough to generate the impulse to buy? For example, does it solve a problem?

2. TARGETED

Is the product designed for a big enough buying group? Is that buying group known to be DR responsive?

3. DIFFERENT

Is the product different enough to get people's attention or change the fate of a previous, similar product?

CATEGORY

4. UNCROWDED

Will the category be relatively free of competition? Or is it already dominated by big brands with big ad budgets and a few decades of consumer loyalty behind them?

COMMERCIAL

5. ENGAGING

Does the commercial grab your attention and hold it throughout? Specifically, does it have the right opening, pacing and demos?

6. MOTIVATING

Does the commercial feature an offer that will motivate people off the couch? Specifically, are the value comparison, price, bonus and guarantee compelling?

7. CLEAR

Does the commercial communicate clearly? Or is it confusing, raising questions or objections that are left unanswered?