

BY JORDAN PINE

DREAM WAVES

Description: A plush nightlight

Main Pitch: "Turn your child's bedroom ceiling into the surface of the ocean"

Main Offer: \$29.95 for one

Marketer: Ontel Products

Website: www.BuyDreamWaves.com

Rating: 4 out of 5 ★★★★★



This is the latest extension of the **Pillow Pets** line (following 2012's **Dream Lites** and 2013's **Glow Pets**) and showcases more creative brilliance from Infomercials Inc. That said, their work has always been a bit derivative — **Turbo Pak** channeled "Back to the Future" and **Piggyback Aliens** borrowed liberally from "E.T. the Extra-Terrestrial" — and this time the commercial comes too

close to a classic Disney movie for comfort. With such obvious talent on tap, I see no need to flirt with disaster in this way. (The jaded will say they are simply being true to the *modus operandi* of our industry.) Putting that aside, as long as retailers continue to have an appetite for plush toys, I think it's safe to say this will be the next big fourth-quarter item.

FAST TRIM ROLLER

Description: An edging tool

Main Pitch: "The fast, easy way to edge and trim — cutting your painting time in half"

Main Offer: \$10 for the 3-inch roller, 5-inch roller and handle

Bonus: Double the rollers, tray and lid (just pay P&H)

Marketer: Top Dog Direct

Website: www.BuyFastTrim.com

Rating: 3 out of 5 ★★★★★

Painting has an odd track record on DRTV. Only one type of painting gadget has ever been successful, and only one company has enjoyed those successes. The company is Ideavillage Products, and the gadgets were two tools for "cutting in" (a.k.a., edging). The first was **EdgeMaster**, which reached No. 8 on Jordan Whitney in 2001. The second was **Point 'N Paint**, which came in at No. 38 on the 2009 chart. No other marketer has managed to find a hit, and even Ideavillage failed in its attempt to bring back the **EdgeMaster** (as the **EdgeMaster Pro**) in summer 2012. My suspicion: **EdgeMaster** was an outlier, and **Point 'N Paint** was more hype than sales. Bottom line: Preparedness is the opposite of impulsiveness, and most viewers of this commercial won't have an immediate need to meet. Still, I'm giving this one the benefit of the doubt and 50/50 odds of success. If

it's successful, we'll have the three examples that prove this is a viable category (or sub-category, at least).



Perfect Pop

Description: A slushy cup

Main Pitch: "The easy, mess-free way to enjoy a yummy ice pop, delicious slushy or a refreshing drink anywhere, any time"

Main Offer: \$10 for one with star-shaped mold

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

Marketer: InvenTel

Website: www.BuyPerfectPop.com

Rating: 2 out of 5 ★★★★★

This item made the rounds and was roundly rejected — for good reasons. Besides being seasonal, it's too close to Ontel's **Slushy Magic** (2011-2012) and **Squeazy Freezy** (2013). Still, I'm glad this product found a home because its fate will help answer a few questions. The first: Is the category that began with **Gyro Bowl** — and is apparently continuing with TELEBrands' **Wow Cups** and Ideavillage's **Snackeez** — a genuine DRTV category? A second, related question: Should we be rethinking the idea that kids' products must first appeal to kids with parents coming in a distant second? This pitch has it the other way around. The product isn't especially fun or magical (especially when compared with the aforementioned Ontel products), but it definitely solves a problem for parents.



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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