

SCIMARK REPORT

BY JORDAN PINE

POCKET BARBER

Description: A 2-in-1 hair trimmer
Main Pitch: "Bring the barber to you and look your best every day"
Main Offer: \$19.99 for one
Bonus: Precision grooming kit (free)
Brand: MicroTouch
Marketer: Ideavillage Products
Website: www.GetPocketBarber.com



Rating: 2 out of 5 ★★☆☆☆

This project could be considered "Old Gold," since the concept and creative borrow heavily from **Just-A-Trim**, an Ideavillage hit from 2005-2006. However, the product is nearly identical to MicroTouch **Switchblade**, a 2013

Ideavillage hit that is now in retail-support mode with a commercial featuring retired star quarterback Brett Favre. It's this latter fact that makes the project unlikely to succeed, in my opinion. Indeed, the strategy here is hard to comprehend. It's not a 'Pro' strategy since this product has no discernable improvements over Switchblade and also has different brand name. It could be considered an "Ouroborus" strategy, but eating your own tail when you've paid to have Favre endorse your original product doesn't make a lot of sense. Putting this

aside, category history shows that items like these meet all of the S7 product criteria, and Blue Moon always does a good job with this sort of commercial. The miniature barber at the end is a bit too cheesy for my taste, but otherwise the spot is solid as always. This one is just about timing.

EPIL-PEN

Description: A home electrolysis gadget
Main Pitch: "Just press and roll for painless, permanent hair removal"
Main Offer: \$19.99 for one
Bonus: Two roller tips, cleanser and conductive gel (free)
Brand: Pearl
Marketer: TELEBrands
Website: www.BuyPearlPen.com



Rating: 3 out of 5 ★★★☆☆

Speaking of hair removal, Ideavillage has been uniquely successful in the category while everyone else has been largely unsuccessful. In fact, to find a hair-removal hit that doesn't have Ideavillage's name attached to it, you'd have to go back to 1998. The marketer was TELEBrands, and the product was a home electrolysis system called **Total Perfection**. That's right: This project could also be considered "Old Gold." Of course, this new product looks more like a **no!** device than an electrolysis system — a wise move and not the first time someone has tried to capitalize on that megahit's success. Ideavillage chose the name **Yes!** for its latest Finishing Touch hair remover and emphasized its "Sensa-Light technology" when it was really just a lady's electric shaver with a fancy LED. By contrast, TELEBrands doesn't shy away from calling its product what it is: an electrolysis device. While that's a more honest approach, it will also seem less exciting to consumers given what's currently on the market — an interesting Catch-22.

LOCK WALLET

Description: An RFID-blocking wallet
Main Pitch: "A portable vault for your cash, cards and ID"
Main Offer: \$10 for one in black, brown or red
Bonus: Second one (just pay P&H)
Marketer: Ontel Products
Website: www.BuyLockWallet.com

Rating: 2 out of 5 ★★☆☆☆

I often use mythology to describe DRTV fallacies and strategies (see the "Ouroborus" mention above), but DR has developed its own myths as well. One relevant example would be the myth about TELEBrands' **Aluma Wallet**. As legend has it, that wallet became a 2011 hit because it featured RFID-blocking technology. All other features and variables were forgotten or discounted. This led many marketers to chase products with this feature, but so far it has been a "Siren." (See what I did there?) TELEBrands is currently pushing an RFID-blocking sleeve for credit cards called **Card Lock** that failed to launch on three previous occasions, and now we have this project, so I guess we'll soon know — definitely — whether this myth has any truth in it. From an S7 perspective, both products fail the *needed* criterion, as will always be the case when you have to educate people in order to sell them.



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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