

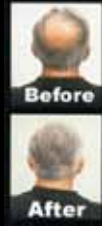
Space Mates? Libido Lift? The Not-Quite-Best of the Past 25 Years

So you've heard about some of the great moments, shows and products of the past 25 years. But, in an industry famous for its ratio of 19 bombs to one hit, there certainly have been plenty of unsuccessful products. At the same time, there have been plenty of amusing shows and product names, both hit and miss. That's why we asked our Editorial Advisory Board members:

What's the worst or most amusing campaign you've seen in the past 25 years? Some of the answers may surprise you. Let's take a look.

Mike Medico, E+M Advertising: This is as hard to answer as "the most successful campaign" question, but here are a few of the most amusing promotions that I recall: "Extend-A-Fork" (a fork welded onto a car antenna), "Space Mates" (hermit crabs in costumes), "Uptown Bill" (a Clinton doll that played the sax), "Potty Putter" (no explanation needed), among many others. For the "worst" category, I would have to rank most of the 900 number offers in their heyday.

Tim Hawthorne, Hawthorne Direct: Excuse me while I list just a few. All are real campaigns: Bermuda Triangle Golf; Beta Prostate; Big Ballers; Blubber Buster 500; Bowdabra; Cat-O-Sphere; Cheat 'N Eat; Chewtrition; Chin Gym; Eggsciser; Giggle Wiggle; Green Gorilla Putter; Heartburn in America; Hot Monogamy; HydroMaid; Ice Curls; In-Two-It Shower Blaster; Intimate Sax; Jock Jams; Jo Jo's Psychic Alliance; Juicer by OJ; Knit Wit; Krafty Katcher; Lectra Flector; Libido Lift; Li' Sucker; Liploker; Magic Litter Buggy; Magic



Twanger Putter; Millennium Funk Party; Mob Hits; Mood Madness; Myron Floren's Greatest Hits; Nekrester 2000; NiAgra for Men; NitroMagic; Nomadic Chef; Ol' Bubba Boogie; Old Dogs; Original Throne Chair; Ostrich in Your Future; Peelota; Perfect Can; Performance Ball; Phil Up and Go; PolkAerobics; Professor Nozall; Pumpzee; Quzzer; Quickie; Quik Sand; Rhinocort Aqua; Rigid Robo Hammer; Rock Your Socks Off; Romanza; Roto-Kaboo; and my all-time favorite, Peanuts Nutritional Prostate Supplement.

Kevin Lyons, Opportunity Media: Without a doubt, the Westinghouse Unplugged vacuum featuring John Cleese. While very humorous, this infomercial was very expensive and flopped. Clearly, ceding creative control to an actor is not the best way to sell product via DRTV.



Doug Garnett, Atomic Direct: Snuggie, ShamWow and Shake Weight define the last 18 months of gimmickry. Why are they all S's? And who can forget the "Hawaii Chair"? But I can't go back in time. Over 25 years, there are so many.

Fern Lee, Thor Associates: Dust Mop Slippers, The Button Extender, and when they lit the car on fire in the Auri show.

Richard Stacey, Northern Response Intl. Ltd.: There are too many bizarre campaigns to list. However, I would have to say

Ronco's GLH #9 Spray-on Hair is the one people still refer to most often in any discussion of most amusing infomercials.

