

By Jordan Pine

### BLAST OFF

**Description:** A de-icing spray

**Main Pitch:** "Just a quick blast gets rid of ice fast"

**Main Offer:** \$19.99 for one can

**Bonus:** Second can (just pay S&H)

**Starring:** Phil Swift

**Website:** [www.GetBlastOff.com](http://www.GetBlastOff.com)

**Rating:** 2 out of 5 ★★☆☆☆

First, a confession: I was blown away by the huge success of **Flex Seal** (No. 2 on my summer True Top 50 this year). My initial assessment was that it would be hard to come up with enough everyday uses for the product to get people interested. In our conversations, Phil Swift pitched me several uses I hadn't considered, but I still felt the end result



was light on projects people would actually do. Apparently, that didn't matter one bit. In that way, the campaign reminds me of **Mighty Putty**. I have yet to see a coffee mug with a replacement handle made of putty.

Moving on, I unfortunately cannot predict success for Swift's second attempt. That's because his new product faces a "double whammy" of seasonality and geographic limitation. This item will only do DRTV-level numbers in the coldest months of the year and in the northern regions of the country. That makes executing a typical TV-to-retail plan, which utilizes national media and national retail chains that plan months in advance, a tricky proposition to say the least.

### WHAT MAKES UP THE SCIMARK SEVEN (S7)?

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.

### TRENDY TOP

**Description:** A waist-concealing wrap

**Main Pitch:** "Covers you rear view and exposed belly"

**Main Offer:** \$10 for two (in black and white)

**Bonus:** Two more (in gray and beige; just pay separate P&H)



**Marketer:** Allstar Marketing Group

**Website:** [www.BuyTrendyTop.com](http://www.BuyTrendyTop.com)

**Rating:** 4 out of 5 ★★★★★

Before Ontel's **Cami Secret** (No. 19 on my True Top 50 for 2010), I might have predicted failure for this item. I would have pointed out that women's taste in clothing is highly variable, and I would have highlighted the DRTV failure of every type of garment other than shapewear. But Cami Secret proved there's a market for mock undergarments that prevent women from accidentally exposing too much flesh. That product kept people from seeing too much cleavage in the front. This product keeps people from seeing too much cleavage in the rear while also concealing the belly fat that can make some women's midriff resemble a "muffin top." And it does all this while giving the appearance of what I am told is a trendy "layered" look. That's two better than Cami Secret, so I see no reason why this wouldn't also be a hit.

### WHACK-A-MITE

**Description:** A mite-killing device

**Main Pitch:** "Rid your home of dust mite infestations"

**Main Offer:** \$19.99 for one

**Bonus:** Second one (just pay processing)

**Marketer:** TELEBrands

**Website:** [www.WhackAMite.com](http://www.WhackAMite.com)

**Rating:** 1 out of 5 ★☆☆☆☆

Here's a rule of thumb: Anytime you need to convince a potential customer he has a problem in order to sell him your solution to that problem, you are off to a bad start. No short-form DRTV commercial should ever start with the phrase, "Did you know?" Moreover, if the thing people didn't happen to know happens to involve something that's invisible to the human eye, you are in real trouble. And if your solution to that problem no one can see is a device that emits a sound no one can hear ... Well, do I really need to say it? Prediction: Bomb!



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