

By Jordan Pine

DIRTY JOBS COMPLETE

Description: A heavy-duty stain remover
Main Pitch: "Get tough on your dirtiest jobs"
Main Offer: \$10 for a 52-ounce container
Bonus: Refill container, spray bottle, shammy and three sponges
Starring: Mike Rowe
Marketer: My Dirty Jobs
Website: www.BuyDirtyJobs.com

Rating: 2 out of 5 ★★☆☆☆

Much like **Piggyback Aliens**, this spot aims to entertain — and it does a good job of that. It features an endearing reality-show star (Mike Rowe), an amusing song instead of a typical voice-over, and lots of great one-liners communicated via Joe Isuzu-style subtitles. However, unlike the **Piggyback Aliens** spot, the entertainment overshadows the sell instead of supporting it. I was left with a few good laughs but no rationale for why I should want this cleaning product over the dozens of other cleaning products already on the market. Dirty jobs? What else are cleaning products for? In fact, the closest this spot came to a unique-selling proposition was "oxygen-powered," but there's no "u" in that USP because **OxiClean** already owns the position. This product is part of a line of cleaning products "developed in consultation with Rowe" that will "debut at Wal-Mart and



online," according to a Feb. 22 press release, so maybe that explains its DR shortcomings. This is more of a brand/retail play that hopes to capitalize on the popularity of its celebrity endorser.

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.

PIGGYBACK ALIENS

Description: A plush toy/backpack
Main Pitch: "The out of this world strapless backpack"
Main Offer: \$19.95 for one
Bonus: Save 20 percent on each additional
Marketer: Allstar Products Group
Website: www.PiggybackAliens.com

Rating: 4 out of 5 ★★★★★



What would happen if a DRTV company used a Hollywood production crew to shoot a commercial? What if they hired Stephen Spielberg to direct it? Well, I imagine you'd get something like what Doug Fawkes' Infomercials Inc. has presented us with here: something both exciting and crazy at the same time. It's exciting because we are witnessing the best that DRTV can be — an elevation of the medium from "schlock that sells" to award-worthy creative genius. I didn't think it was possible for Fawkes to top his *Back to the Future* homage, **Turbo Pak**, but he has definitely outdone himself. It's crazy because it violates a proven low-risk/high-reward methodology. Spending long-form budgets on short-form productions seems like an awfully fast way to lose one's shirt in this business. That said, a lot of market research goes into this particular producer's process, and I have no doubt kids are going to pester their parents after watching this highly engaging "movimercial." My only concerns are that the product won't deliver on its promise (blinking is simulated, etc.) and that the plush toy category is oversaturated right now — thanks in no small part to Fawkes himself.

PERFECT TORTILLA

Description: A baking mold for tortillas
Main Pitch: "The fast, easy way to shape, bake and create delicious tortilla bowls"
Main Offer: \$10 for two molds and a recipe guide
Bonus: Double the offer (just pay P&H) and the Cut 'n Cup Slicer (free)
Starring: Marc Gill
Marketer: Allstar Products Group
Website: www.BuyPerfectTortilla.com

Rating: 4 out of 5 ★★★★★



It's not very scientific, but I tend to evaluate food items based on how hungry I get watching the commercial — and this commercial definitely made my mouth water. It started with the chili bowl, intensified during the guacamole bowl and peaked during the presentation of the cinnamon ice cream bowl. In a word: yum! Come to think of it, Schwartz Group food commercials are always a feast for the eyes. Whether it's meatloaf or cake on a stick, this team's food-styling skills are without peer in the industry. I also loved the creativity in this spot. It's the little touches, such as the "ole!" sound-effect transition, that make the work special. As for the product, it obviously doesn't solve a problem, but it does allow people to make something at home they can usually only enjoy in a restaurant. That pitch has worked before (e.g., the 1990s Bloomin' Onion maker), and my gut tells me it will work here again.



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