

SCIMARK REPORT

BY JORDAN PINE

TREE DAZZLER

Description: Animated holiday lighting**Main Pitch:** "Give your Christmas tree an amazing holiday light show"**Main Offer:** \$39.99 for one**Bonus:** Deluxe upgrade with 20 more patterns (free)**Marketer:** TELEBrands**Website:** www.TreeDazzler.com**Rating:** 3 out of 5 ★★☆☆☆

This had more than 300 airings and was accelerating at press time, which makes sense given we are heading into the holiday season. The website is promoting "As Seen on Shark Tank," making this yet another example of the connection between the hit ABC show and our industry. (*Response*, August) This particular product appeared on the show in December 2015 under the name "Geek My Tree." It got a deal from the toughest Shark of them all, Kevin O'Leary. He bought half of the company for \$225,000. All signs, then, would seem to point toward success. However, there are still several problems with this category from a DR perspective. As I've written before, it is extremely difficult to execute a seasonal campaign at the retail level. I'm sure TELEBrands wishes it had a lot more inventory last year when **Star Shower** demand went through the roof. This year, it risks overloading and getting stuck with the excess inventory as they try to project year-two demand. TELEBrands' success has also created a new problem in the category as it is now getting crowded. Besides direct copies of the Star Shower concept, retailers are stocking other items in the genre. Add to that the fact holiday lighting was already a crowded category, and success here is far from guaranteed.

TURBO SCRUB

Description: A cordless scrubber**Main Pitch:** "Tackles even the toughest messes quick and easy"**Main Offer:** Two-pay of \$19.99 for one with brush, wand, and charger**Bonus:** Second one (just pay P&H)**Starring:** Anthony Sullivan**Marketer:** Ontel Products**Website:** www.TurboScrub.com**Rating:** 4 out of 5 ★★★★★

This is a DRMetrix-certified rollout with more than 300 national airings at press time. Many similar items have been tried over the years without success, but this year the category blew up. Eagle Eye tested a scrubber called **Clean Reach** in the spring that I am told has rolled out, and Emson just recently tested an item similar to this one called **ScrubTastic**. Taking a closer look at this campaign, there is a lot to like from a DRTV perspective. The commercial features the industry's top pitchman for cleaning products, is chock full of transformational demos, and ends with a rich offer — albeit at a higher price point. Speaking of price point, two of the three rollouts discussed this month are at \$40. I have to wonder about the root cause of this change. Are we seeing more \$40 price points because the impulse barrier has officially moved north of \$20? Or have we simply moved away from impulse price points toward considered purchases because most sales are now transacted online — where the selling can continue?



SNUGGIE TAILS

Description: A blanket for kids**Main Pitch:** "The fun blanket that brings imagination to life"**Main Offer:** \$19.99 for one (choice of nine characters)**Marketer:** Allstar Products Group**Website:** www.SnuggieTails.com**Rating:** 4 out of 5 ★★★★★

This is a DRMetrix-certified rollout with nearly 500 airings at press time, most of them national — but about half of them 30-second spots. A similar item called **Magic Tails**, tested by Ontel a few weeks after Allstar tested this project, did not make the cut. Put the two together, and this is clearly a retail campaign leveraging the Snuggie brand. It's interesting because this category has become more like a traditional advertising model than a DRTV model. As recently as **Pillow Pets** (2010-2011), kid items could be supported by 120s and 60s that delivered enough direct sales to make the campaigns self-funding (or close to it). Today, there is just too little kid-targeted media available at discounted prices. If you want to do an item for kids these days, it seems you have to commit to "spend and pray." That is, you air spots at a loss and hope the item takes off at retail. Of course, our version of this method includes excellent metrics that can be used to benchmark demand, so it's still much less of a gamble than in other industries.



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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