

## SCIMARK REPORT

BY JORDAN PINE

### DUELING SOCKET CHARGERS



#### SOCKET DOCK

**Main Offer:** \$12.99 for one  
**Bonus:** Second one (just pay a separate fee)  
**Marketer:** TELEBrands  
**Website:** [www.BuySocketDock.com](http://www.BuySocketDock.com)

Rating: 3 out of 5 ★★☆☆☆

This one could have been a rare “triple duel” if IdeaVillage’s **Power Port** (also shown above) hadn’t been a “fast fail.” In any case, although different in key ways, each of these items was created to solve the same problem: Too many gadgets, not enough



#### XTRA SOCKET

**Main Offer:** \$14.95 for one  
**Bonus:** Second one (just pay P&H)  
**Marketer:** Tristar Products  
**Website:** [www.XtraSocket.com](http://www.XtraSocket.com)

Rating: 3 out of 5 ★★☆☆☆

outlets. While that’s certainly a valid problem for today’s modern family, my impression is that there are plenty of good solutions already on the market. There may not be one that’s widely available at retail, but then a gadget-heavy household is doing

most of its shopping online, anyway. Perhaps this hints at a general explanation for the poor track record of electronic accessories in DRTV. Solutions to every digital problem abound online, and that’s exactly where the target market for these items lives.

### EASY EGGWICH

**Description:** A microwave egg cooker  
**Main Pitch:** “The fast, easy way to make a perfect egg sandwich in one minute”  
**Main Offer:** \$10 for two plus recipe guide  
**Bonus:** Second set of two (just pay P&H); “Easy Yolk Separator” (free)  
**Marketer:** Ontel Products  
**Website:** [www.EasyEggwich.com](http://www.EasyEggwich.com)

Rating: 2 out of 5 ★★☆☆☆

This is the fifth attempt in recent years to sell a microwave egg product on DRTV. Here’s the list (all flops): **Poachmaster Pro** (2013), **EZ Eggs** (2012), **Egg Gourmet** (2012) and **Better Breakfast** (2010). Even a similar, non-microwave product — **Perfect Egg Sandwich** — recently failed (April 2013). There’s an ‘old gold’ element since **Egg Wave**, a microwave egg cooker, was No. 11 on the 2000 Jordan Whitney annual list. Then there’s the fact that egg products continue to exhibit higher-than-



average odds of success. Finally, the microwave is resurgent. In light of the specific history, though, it makes no sense to continue chasing this idea.

### THE NERD ATOMIC CLOCK

**Description:** An alarm clock  
**Main Pitch:** “So smart it sets itself”  
**Main Offer:** \$10 for one  
**Bonus:** Second one (just pay a separate fee)  
**Marketer:** TELEBrands  
**Website:** [www.NerdAtomicClock.com](http://www.NerdAtomicClock.com)

Rating: 1 out of 5 ★☆☆☆☆



As a writer and creative director, I’ve had the opportunity to indulge my creative side and experiment with the DRTV format. I once did a commercial where every line rhymed. I also did a commercial that opened with a Samurai coming home from work in feudal Japan. What did these experiences teach me? That it’s not wise to experiment with the DRTV format.

Of course, there are many variables that could explain why my commercials weren’t successful. In the first case, the client even tested a version that didn’t rhyme and found no significant difference in the CPO. But, as my wife often points out, there’s a good reason why 99 of 100 successful DRTV campaigns follow the same tried-and-true format. Even if it were possible to find success with an oddball opening or humorous skit, the problem of introducing yet another variable into an already difficult equation remains.

Which brings me to this project. Calling the product a “nerd clock” and featuring a stereotypical nerd in the spot seems like a bad idea. Best-case scenario, nerds everywhere proudly identify with and embrace the label, running to their computers (because nerds would never call) to buy the product. In the waking world, though, most people don’t want to be in the “nerd club.” Some may be tempted to argue: It’s all in good fun! But as the great Claude Hopkins explained a century ago, “People don’t buy from clowns.” With this in mind, I can sympathize with the dilemma that led to this decision. Alarm clocks have a terrible track record on DRTV (the **Starry Nite Clock** is a case in point) and this is the sort of alarm clock only a nerd would truly love. When deciding to go for it with a product that probably shouldn’t have made it past the evaluation phase, why not at least have a little fun?

### 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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