

## SCIMARK REPORT

BY JORDAN PINE

**HERCULES HOSE****Main Offer:** \$19.99 for a 25-foot hose**Bonus:** Second one, Mighty Blaster**Marketer:** TELEBrands**Website:** [www.BuyHerculesHose.com](http://www.BuyHerculesHose.com)**METAL GARDEN HOSE****Main Offer:** \$24.99 for a 25-foot hose**Bonus:** Fireman's nozzle**Marketer:** Harvest Direct**Website:** [www.MetalGardenHose.com](http://www.MetalGardenHose.com)**BIONIC STEEL HOSE****Main Offer:** \$19.95 for a 25-foot hose**Bonus:** Second one**Marketer:** Emson Inc.**Website:** [www.BionicHose.com](http://www.BionicHose.com)**FOREVER STEEL HOSE****Main Offer:** \$19.99 for a 25-foot hose**Bonus:** Fireman nozzle**Marketer:** InvenTel**Website:** [www.ForeverSteelHose.com](http://www.ForeverSteelHose.com)

We enter the summer with a new “hose war” brewing — one that continues the trend of all-out and no-holds-barred competition in the DRTV industry. At the end of 2015, I wrote in these pages: “Just as two-way duels started becoming the norm last year, three-way duels are becoming the norm this year.” Well, here we are in the middle of 2017 and not only are three-way duels the new normal, but we also have our second four-way competition in less than two years. (The first was over Global TV’s *Jeaneez*.)

Of course, if this would-be successor to the expanding hose turns out to be lackluster, we could see all four campaigns disappear from memory. It’s happened before. Heading into 2016, I was keeping my eye on another first: a two-way duel and a three-way duel in the same category at the same time (*Response*, December 2015). One of those campaigns made the 2016 *True Top 50*: Allstar’s **Roto Clipper**. Its competitor did not appear, and all three nail buffers (**Bare Nails**, **Naked Nails**, **Personal Mani Pedi**) failed to make the list.

It’s early, but at press time things aren’t looking good for these metal hoses. Only Harvest’s campaign (the first to air) is on AdSphere’s *Weekly Top 40* — at No. 38. Worse yet, TELEBrands’ **Pocket Hose Brass Bullet** is No. 4 on that same chart. That’s right: the fifth line extension of a 2012 hit is topping the charts, while the hot new item everyone is chasing is barely making the list. I’m not sure how well correlated DRTV spending is with consumer demand at this point, but that definitely isn’t a good sign.

**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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