BY JORDAN PINE



VEGGETTI

Description: A veggie spaghetti maker

Main Pitch: "Make mouth-watering zucchini and

squash pasta in seconds"

Main Offer: \$19.99 for one with recipe book

Bonus: Double the offer (just pay P&H);

Super Slicer (free)

Marketer- Ontel Products Website: www.BuyVeggetti.com

Rating: 2 out of 5 $\bigstar \bigstar \Leftrightarrow \Leftrightarrow \Leftrightarrow \Leftrightarrow$

It's commonly believed that the best way to be successful on DRTV is to pursue only items with a solid sales history. In many ways, this is wise ... but it can also be a trap. Consider live shopping. It used to be that strong sales on QVC would all but guarantee success on DRTV. But these days that correlation has turned negative, and many marketers still haven't gotten the memo. Others have moved on to new sources, many of which are online. But putting Web information into context can be tricky. Take this product, which I know has been a best seller on certain E-commerce sites. Let's say it has been on the "top sellers" page for more than a year, and it has hundreds of 5-star customer reviews. Does that make it right for DRTV? Or does it just make it right for the vegetarians and health nuts that have sought it out over time? That's the thing about the Internet: People find you, so acquiring customers is extremely cost effective. Not so in DR. We pay to find people, and the cost of doing that is increasing annually. That's why the more "mass market" an item is, the better — and vegetable spaghetti does not strike me as particularly mass market (or particularly appetizing, for that matter).

DUMP CAKES

Description: A dessert recipe book

Main Pitch: "Easily make homemade desserts in minutes ... just dump and bake"

Main Offer: \$10 for one book

Bonus: Dump Dinners recipe book (just pay a separate fee)

Starring: Cathy Mitchell Marketer: TELEBrands

Website: www.BuyDumpCakes.com

Rating: 3 out of 5 \star \star \star $\dot{\sim}$ $\dot{\sim}$

Speaking of things that don't sound appetizing ... and "dump dinners" sounds worse! By my count, this is TELEBrands' fifth attempt at marketing a book using short-form DR. It started with "Who Knew?" and "Pest Cures," both of which made my mid-year True Top Spenders of 2013. Then came "Great Kitchen Secrets" with Chef Tony and "Everyday Handyman



Secrets" with Marc Gill fates unknown. Now Mitchell is taking her shot. Give it to TELEBrands for being committed, but word is the retail model for DR books is as shakv as ever. We'll see.

MAGIC BRISTLE GLOVES

Description: Cleaning gloves

Main Pitch: "Put the power of a bristle brush right on your fingertips"

Main Offer: \$10 for a pair plus microfiber dusting mitts

Bonus: Double the offer (iust pay P&H)

Marketer: Edison Nation

Website: www.MagicBristleGloves.com

This is the third time someone has tested the concept of cleaning gloves (after **Scrub Glove** and Magic Glove) and, in DR, the third time is never the charm. My conclusion is that the wide array of sponges, scouring pads and scrub brushes available at retail offer "good enough" solutions for most people.

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.

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