

SCIMARK REPORT

BY JORDAN PINE

TRUE TOUCH

Description: A pet grooming glove

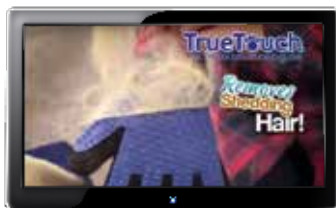
Main Pitch: "The amazing five-finger de-shedding glove"

Main Offer: \$14.99 for one

Bonus: Second one, lint roller (free)

Marketer: Allstar Products Group

Website: www.BuyTrueTouch.com



Rating: 5 out of 5 ★★★★★

This is a DRMetrix-certified rollout with approximately 278 national airings in the month of August — mostly 120-second spots. It is Allstar's second rollout in the pet-grooming category this year, as the marketer's **Knot Out** campaign came in at No. 17 on the *True Top 50* for the first half.

I've noted a lot of activity in the specific area of de-shedding solutions since the QVC success of the **FURminator**, followed by Ontel's **Shed Ender**, and Emson's **Pet Zoom**, demonstrated such solutions are *needed*. That was a decade ago, however. Since then, many have tried and failed to find another hit like it. I've seen several brushes and at least two other glove solutions go nowhere. So what makes this one different? My theory: It's that single demo (repeated multiple times in the spot) where the pet's shed fur peels off the glove in a single piece. I recently wrote about how "A-team" vendors are the new make-or-break in the industry these days, and this is a case in point. The visual magic of that demo, brought to you by the Hutton-Miller team, makes all the difference.

COUCH COAT

Description: A quilted couch cover

Main Pitch: "Protects your beautiful couch [and] repels stains"

Main Offer: \$19.99 for one

Bonus: Second one (just pay a separate fee)

Marketer: TELEBrands

Website: www.CouchCoat.com



Rating: 3 out of 5 ★★★☆☆

Right up front, I'll confess that I don't like this item. If presented to me, I would shoot it down every time. There are style and taste issues, cost-of-goods challenges, and so on. And yet, this is also a DRMetrix certified rollout with approximately 135 national airings in the month of August — all 120-second spots. Maybe TELEBrands sees retail potential here that makes this worth the gamble. Maybe the campaign has a crazy-low cost-per-order (CPO) that would shock me. It wouldn't be the first time (ahem, **Colorama**). However, I would caution other marketers against drawing conclusions until we see how this one plays out. Most marketers would be betting safely at this phase with a hit all but assured. Of course, most marketers don't sit at the high-limit table with this marketer.



AIRBRUSH MAGIC

Description: Color-changing pens

Main Pitch: "Create amazing airbrushed artwork that changes colors like magic"

Main Offer: \$14.99 for nine pens, one activator pen

Bonus: 30 stencils (free)

Brand: Wham-O

Marketer: Ideavillage Products

Website: www.GetAirbrushMagic.com

Rating: 4 out of 5 ★★★★☆

This is a DRMetrix-certified rollout with approximately 246 national airings in the month of August — mostly 60-second and some 30-second spots. It is Ideavillage's second pen project. The first was **Magic Pens**, a 2015 *True Top Spender*. Meanwhile, the marketer's projects under the **Wham-O** brand are becoming too numerous to count. A quick tally shows at least nine tested in the past few years, most of them rollouts.

The format indicates what this business has become for Ideavillage since 60s typically have a fraction of the response of a 120 (as little as one-fourth) and 30s generate close to zero response. That is to say, this is a more traditional advertising model with TV media being used in support of a retail play. As I've written before, I think this is a window into the future of DR in general. The business is already all about retail, and it will increasingly become about brands. Direct response sales are still an excellent indicator of consumer demand and should not be abandoned as a critical go-forward metric, but metrics like media efficiency ratio (MER) may soon become extinct — at least where short-form is concerned.

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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