

By Jordan Pine

TAG AWAY

Description: A homeopathic remedy for skin tags
Main Pitch: “Skin tags will just dry up and fall away”
Main Offer: \$19.99 for one bottle
Bonus: Free second bottle
Marketer: Media Enterprises/Plymouth Direct
Website: www.TryTagAway.com

Rating: 4 out of 5 ★★★★★



In the most general sense, there are two ways to achieve marketing success. The most common way is to tap a market that is broad and shallow — many people willing to spend a little. That is pretty much what short-form DRTV is all about. The other, less common way is to find a market that is narrow and deep — few people willing to spend a lot. When I first heard about this product, I assumed the marketers were making a classic mistake: Trying to tap a narrow market with a shallow-market price point. Then I Googled “skin tag” and got 1.3 million hits. A quick check of the major drug chains found zero available solutions. So I changed my mind and decided this one has pretty good odds of success — assuming the product works, the studies are in order and the end game is getting into the major drug stores.

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.

NO MESS KITCHEN BOARD

Description: A self-draining cutting board
Main Pitch: “Cuts the mess out of meal time”
Main Offer: \$19.99 for one
Bonus: Free Mezzaluna Knife, Chef’s Knife (just pay P&H)
Starring: Marc Gill
Website: www.BuyNoMessKitchenBoard.com

Rating: 3 out of 5 ★★★☆☆



I’m on the fence with this one. On the one hand, it solves a common kitchen problem and is pitched by the new hit-maker himself, Marc Gill. On the other hand ... it’s a cutting board. Also, this pitch has been tried before — although last time the product was given the unfortunate name **Kitchen Quicky**. Two side notes: First, as a copywriter I have to poke fun at whoever let Marc use “crudités” in a DRTV pitch. Some think all TV buyers live in trailer homes. Others apparently think the *exact opposite*. Second, I have already declared a moratorium on the phrase “space age” (which is about as relevant as Tang), and I am now declaring another on the word “revolutionary.” Just because you say your product is as big of a game-changer as the birth of modern democracy, doesn’t mean that it is. Puffery is one thing, and hyperbole is our livelihood. But a “revolutionary cutting board”? Let’s all just dial it down a notch.

PLEASURE PEDIC

Description: A(nother) pillow
Main Pitch: “Wake up feeling refreshed and energized”
Main Offer: \$19.95 for the standard size
Marketer: EMSON
Website: www.PleasurePedic.com

Rating: 2 out of 5 ★★☆☆☆



As I recently wrote to a good-natured industry friend: Uncle! Enough with the pillows already! But, you see, this “revolutionary pillow” is made up of “millions of tiny foam beads” that help relieve “frequent sleep problems.” In fact, no part of that description is *revolutionary* (see the No Mess Kitchen Board review) — or even very new. The **Sobakawa Cloud Pillow**, which has been on TV for three years, is “filled with over 10 million air beads.” And **My Pillow**, a long-form winner now hitting retail shelves, claims to help with everything from insomnia to sleep apnea. Incidentally, that makes four DRTV pillows currently on the market, all fighting for shelf space. (The other two are **Total Pillow** and **Side Sleeper Pro**.) It’s a rare occurrence, and it’s bad for the industry. Marketers have enough trouble resisting the temptation to chase *one* hit with their copycat ideas (recall all of the **Snuggie** and **Pillow Pet** wannabes). But when there are *four* hits, the problem multiplies exponentially. I’ve lost count of how many pillows I’ve been pitched in the last year. Uncle!

