# **Research SciMark Report**

## By Jordan Pine



#### PET HAIR PICKSY

**Description:** A brush for cleaning up shed fur **Main Pitch:** "Picks up hair like it was never there" **Main Offer:** \$14.95 for one plus a mini version, a sponge

version and a de-shedding tool

Bonus: Double the offer, just pay additional P&H

Starring: Judy "The Pet Hair Lady"
Marketer: Allstar Marketing Group LLC
Web site: www.PetHairPicksy.com

#### S7 Score: 6 out of 7 $\star\star\star\star\star\star$

During Response Expo in San Diego last month, I participated in Dick Wechsler's panel, "Turning Losers Into Winners." One of the things I talked about was the importance of clarity. I shared my thoughts on "Swiss Army Knife products" that have too many features to cover in a short-form spot, and "kitchen sink" offers that have too many bonuses to explain adequately in the 10-15 seconds available during an offer sequence.

This commercial has the latter problem (*i.e.*, it's not *clear*). As you can see above, there are four different items being offered, and the last bonus alone used to be an entire commercial (Furminator, Ontel's ShedEnder). I just don't think you can do each part of the offer justice in such a short period of time, and it's a really bad idea to confuse a prospect right before she picks up the phone.

Otherwise, I like the odds of success here. Pet products have a higher-than-average chance of success, and this meets all of the other S7 criteria.



# **STACK MATES**

**Description:** Nesting food storage containers with color-coded lids

Main Pitch: "The total solution to lost lids and wasted

snace'

Main Offer: \$19.95 for 10 pieces Bonus: 10 more pieces Marketer: National Express Web site: www.BuyStackMates.com

#### S7 Score: 6 out of 7 $\star\star\star\star\star\star$

This campaign has many things going for it. The foremost is great creative. National Express is one of the few DRTV marketers that almost always nails what I call the "10 Tried & True (T&T) Techniques" for great short-form creative (more at \*scimark.com/triedandtrue.pdf). Of particular note is how they handle the lifetime replacement warranty, calling out, "We'll replace [it] absolutely free, no shipping and handling

charge." I wonder if viewers will understand and value that, but it's a great example of what Joe Sugarman called "satisfaction conviction."

My only concern for this campaign is the category. It's super crowded. That didn't seem to matter in 2005 when Merchant Media enjoyed its Smart Spin success — and it's clear National Express is going after the same pitch here — but I think the category has gotten even more crowded since then. Also, the Smart Spin offer was for 49 pieces, and this is for only 20 pieces. In other words, it's likely consumers responded as much to the value of Smart Spin as to the problem/ solution aspect. But if that problem/solution is enough to drive a DRTV campaign, then National Express will have a hit on its hands.

#### **TOTAL PILLOW**

**Description:** A donut-shaped pillow that molds into different shapes **Main Pitch:** "Adjusts its shape to support and align your head and spine"

Main Offer: \$19.99 for one with Total Compress and fleece compress covers Bonus: Double the offer (just pay

Marketer: Hampton Direct Web site: www.TotalPillow.com



## S7 Score: 4 out of 7 ★★★☆☆☆

This is a classic example of perception being hard to overcome with mere advertising. Consumers will take one look at this pillow and think, "travel pillow." The creative tries to position it as a bed pillow first and then a travel pillow, but it's going to be hard to overcome what the product's design is communicating. That is, it doesn't look like something you'd use every night. As a travel pillow, the product is definitely interesting. However, most people just don't travel enough to have this problem at the top of their mind (*i.e.*, the product isn't targeted to a big enough buying group). Plus, those U-shaped travel pillows are at every airport and seem to solve the sleeping-comfortably-while-traveling problem just fine (*i.e.*, the category is crowded and the product isn't needed).



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