Research SciMark Report

By Jordan Pine

This month, I review three pairs of similar campaigns. For some reason, "dueling" products was a trend at the time I sat down to write this column.

DUELING COUCH COASTERS



COUCH KING

Main Offer: \$19.99 for one Bonus: Free upgrade to memory

foam

Marketer: For Life Products
Website: www.MyCouchKing.com

Rating: 3 out of 5 ★★★☆☆

COUCH COOZY

Main Offer: \$9.99 for one Bonus: Triple the offer (just pay

S&P)

Marketer: Hunter Newbury Website: www.CouchCoozy.com

Rating: 2 out of 5 \star \star \Leftrightarrow \Leftrightarrow \Leftrightarrow



I give Couch King the edge in this battle because of better creative and a better product. I love the attention-grabbing opening — a chainsaw cutting through a couch — and the mall testimonials, both of which have become Hutton-Miller production specialties. (On a side note: I did notice and appreciate Anthony Sullivan's wine glass homage to **Tempur-Pedic.**) I also think an armrest organizer and coaster has much more selling potential than a mere coaster alone. However, both items ultimately fall short of one of my SciMark Seven criteria for products: They don't seem like they would be needed enough. There are many other solutions for this problem, including end tables, ottoman/tables and even couches with built-in cup holders.

DUELING DOORMATS



CLEAN STEP MAT

Main Offer: \$19.99 for one

Bonus: Second one (just pay P&H)

Marketer: Ontel

Website: www.CleanStepMat.com

Rating: 3.5 out of 5 \star \star \star \star

ONE STEP MAT

Main Offer: \$20 for one

Bonus: Second one (just pay

processing)

Producer: Sullivan Productions

Website: www.OneStepMudMat.com

Rating: 4 out of 5 $\star \star \star \star \Rightarrow$



In this match-up, Sullivan wins because of stronger creative. That makes sense given this mat was originally a pitch-market item. However, because Ontel has the edge at retail, they will ultimately prevail. How far it goes is another question entirely. On the shelf, without the amazing demos, it will look like just another doormat. So it may be one of those rare campaigns that thrives on DRTV but languishes at retail.

DUELING PET BLANKETS

PET RIDER

Main Offer: \$19.99 for one

Bonus: Second one (just pay processing)

Marketer: TELEBrands

Website: www.GetPetRider.com

Rating: 2.5 out of 5 \star \star \star \star \star

PETZOOM LOUNGEE

Main Offer: \$19.95 for one

Bonus: Pet Barrier (just pay S&H)

Marketer: Emson

Website: www.PetLoungee.com

Rating: 2.5 out of 5 ★★★☆☆



This is a tough call since Emson and TELEBrands do a good job "dogging" each other. A case in point: Emson's **PetZoom Sonic Pet Trainer** was No. 21 while TELEBrands' **Bark Off** was No. 39 on my "True Top 50 of 2010" (at *scimark.blogspot.com*). Ultimately, though, I have to give this one to TELEBrands because Emson will get trounced at retail. Not that this item is likely to make it to retail. A quick search finds pet blankets are fairly common at retail, and PETCO has the same product for a slightly higher price.



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