

By Jordan Pine

PIZZA PITCH-OFF!

MY PERFECT PIZZA



Main Offer: \$10 for one with recipe book
Bonus: Double the offer plus a pizza slicer
Marketer: IdeaVillage Products Corp.
Website: www.GetMyPerfectPizza.com
Rating: 3 out of 5 ★★☆☆☆

PIZZALICIOUS



Main Offer: \$10 for kit with recipe book
Bonus: Two more cone forms/two more holders
Marketer: SAS Group
Website: www.GetPizzaCone.com
Rating: 2.5 out of 5 ★★☆☆☆

This is a past partner pizza pitch-off that pits two production powerhouses against each other. (Try saying that five times fast!) OK, technically, it isn't a pitch-off because the spots don't feature pitchmen, but "product-off" didn't have the same ring to it. In any case, it's my first duel where the products are completely different — which adds an interesting twist to the usual competition. From a product standpoint, the IdeaVillage item has the edge. While it makes pizza in an unusual way (upside-down), the end result is a normal-looking meal. The SAS item will get attention, but in a way that could be polarizing. Some will like the idea of pizza in a cone — many others will not. Also, it's worth noting that exotic food has a poor track record on DRTV. The **Boardwalk Tater Tornado**, a spiral potato treat from 2010, is the most recent

example of fancy food that flopped. Speaking of poor track records, I can't think of a single pizza item that has been successful on DRTV, so there may be a larger issue here. Normal or weird, pizza made at home just might not appeal to consumers when it's so easy to pick up the phone and order a delivery. From a production standpoint, both commercials are exactly what I've come to expect

the Schwartz Group and Hutton-Miller. I have to give a slight edge to the Schwartz Group for My Perfect Pizza based on experience and success in the category. In any case, I can safely say creative won't be the determining factor here. If it were, these projects would both be hits. It comes down to whether America wants to make pizza at home, or not.

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.

ZOOM 300

Description: Binocular glasses
Main Pitch: "Gives you instant 300-percent magnification that brings everything up close"
Main Offer: \$10 for one with carry case and lanyard
Bonus: Double the offer
Marketer: Allstar Products/Lenfest
Website: www.BuyZoom300.com



Rating: 3.5 out of 5 ★★☆☆☆

In the military, we'd call these "BCGs" — "birth control glasses." That's what we used to call Army-issue eyeglasses because they were so ugly. The poor GI who wore them had no chance of attracting a mate. These binocular glasses may be even less appealing to the fairer sex (if that's possible). Men looking for love should avoid them like the plague! Joking aside, in psychology this concern is called "social risk." As marketing guru Jack Trout has explained, "social risk" can be a barrier to purchase. People worry what their friends and neighbors will think of them. The interesting question is to what degree this psychology applies to DRTV buyers, who tend to be older, less concerned with matters of style and more easily swayed by unique products with amazing demos — like this one.



© Copyright 2012 SciMark Corp. These reviews represent the opinions of the author. Any inaccuracies are unintentional. To report an inaccuracy or provide other feedback, E-mail: jordan@scimark.com. The SciMark Report is also a blog at scimark.blogspot.com. SciMark Corp. is a firm that specializes in short-form DRTV advertising. For more information and a full description of the S7 scoring system, visit www.SciMark.com.