

Production Company: Incredible Discoveries Product: Caddy-O-Fridge To Go Tote

Assignment: Critique Company Supplied Script of Half-Hour Infomercial

Three In One Caddy O Fridge to Go Tote

The name strikes me as long, clumsy, hard to say and difficult to remember. Further, the notion of “three in one” does not really say anything – and the “three in one” concept is not “hammered home” at any point throughout the script. I believe the name should be more “generically reflective” of “what it is or what it does.”

I have provided two possible product name alternatives below. Both are available as .com’s.

- Thermal-Tote
- Therma-Tote

Please note that throughout the script the name is not used with any consistency, this is easily correctable, but the point needs/(ed) to be made.

An additional note/point about the name – by calling it a “fridge” it diminishes the notion that it also keeps things “warm.” Obviously, when we think “fridge” we think cold, we don’t think “hot.” And since the product keeps things “hot” also, this point, which is major, should not be buried, which it presently is, even though it is discussed, albeit in a very limited way, in the existing CTA.

First Segment:

First Seg is 8:37; it’s too long. First segment should run within thirty seconds of 7 minutes at the most. The range is – 6:30 - 7:30.

The Set up and transition to the “Durability Demo” is awkward and clumsy.

CTA Comments:

The timing/length on the CTA is fine, it presently times out at 2 minutes; you can go up to 2:30 and be in an acceptable range, however the biggest problem is the lack of aggressive repeating of the offer. The offer is made only one time. Further, the way the offer is made, the value-added component “the companion can opener” is made in almost a “give away” fashion – in other words, there has not been enough “dramatic build” up to “the offer” with the “companion can opener” as the compelling additional “value-added” component. Additionally, the announcer says to “call right now and find out how you can get even more I-Cubes” free” – if someone can get I-Cubes free NOW is the time to tell them—anything free should all be included here and now, this is what drives the phone calls. This offer, as presently presented, is weak.

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Second Segment

At the beginning of the second segment the transition set up to the “Caddy O Fridge to Go” on the spot package/segment is awkward/clumsy, it needs refining.

The length of time from the beginning of the second segment to the “beach/testimonial” package is :51 seconds – which is fine... HOWEVER....

- Must figure out time/length of “beach/testimonials” segment
- Must figure out “how much talent” company would like to see in spot

10 seconds – this is the length of time from cutting back to the “set” after the “roll in/testimonial” package above and setting up to go to the second commercial break.

THE BIG QUESTION HERE IS: HOW MUCH TIME DO YOU EXPECT THE “BEACH/TESTIMONIAL” PACKAGE MATERIAL LENGTH TO BE?

As noted above in the first segment comments the average length of a segment should be about 7 minutes. If this is the case, that means that the “beach/testimonials” package here should be approximately 6 minutes. Is this what you have in mind?

In my opinion, that is way too long, there should be “more repetitive business” covered in the studio/set, then at least one cutaway to a “testimonial package.” Ideally, there might be two cut-aways. I would not recommend one long 6 minute cut-away.

Segment 3

The third segment as written is approximately 4 minutes. This means that the “pacing” and “balance” of the entire show is off, the segments should all be relatively equally balanced; approximately seven minutes per segment, and approximately 2 minutes per commercial break.

Moreover, it focuses mainly on the “wine tote” a completely new product – The Wine Tote. Does the “stainless steel corkscrew and foil cutter” come along with the deal/offer?

The third segment discusses the ability for the “Caddy O Tote” to keep things warm. This is the first time we have heard/seen this “notion/idea” that it keeps things both “cold” as well as “hot.” This is major and should be included in the very first segment, as well as throughout the script.

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Conclusion(s) / Recommendation(s)

Presently, the script is uneven; the pacing/timing of the segments are off contributing to an awkward balance and unnatural rhythm to the “show.”

Content-wise, the idea that the “tote” is good for “cold” as well as “hot” should be made clear and prominent throughout all three segments and not just left for the last and final third segment.

The call to action could be and should be expanded from its current 2 minutes of length to approximately 2:30 – this would allow to repeat the offer more than the one time it is presently made; further, presently, the offer within the call to action is weak, it should be buttressed if possible with “another item.” See suggestion below.

The script, while producible exactly as written, in my opinion is not wise. The script needs a moderately significant rewrite to clean up and fix the issues discussed above and those offered below.

Possible Alternative and Addition to Consider for the Call to Action:

The “companion wine tote” – at present there is no “pricing” on this. I do not know the retail price being proposed for this item, but if it were possible to make the companion wine tote as part of the “value added” bundling, this would indeed make a very good offer.