

### Marketing Maven Award of the Week: Congratulations to The Catsifier!!!

Posted in **Marketing** by Wendy Maynard on the October 9th, 2007

For those of you who have been reading my blog for a while, you know that I love to give The Marketing Maven Award of the Week. I don't do it every week so it's a bit of a misnomer. But, I award it to a product, company, or service that has captured a unique niche market. To see more, just enter "Marketing Maven Award of the Week" in the search box on the side bar.

Ok...with that explanation out of the way, I introduce to you this week's awardee - [The Catsifier!](#) {the crowd goes wild!!!}



The Catsifier was developed for cats who like to suck on things. Apparently, some kittens have been taken away from their mothers too soon. As a result, they never lose their urge to suck. And even as full-grown cats, they suck on blankets, clothes, and even earlobes (this is what the website says folks!).

From the website:

*The Catsifier is basically an animal pacifier. It consists of a high quality pillow and a zippered, removable pillow cover with a faux fur cat sewn on one side. There are four nipples securely attached to the furry cat, which allows the kitten or other young animal to comfortably and safely satisfy the need to suck without damaging home furnishings and decor."*

Congratulations to The Catsifier, truly a niche product. May you continue to succeed in your marketing endeavors to all of the poor folks out there who need relief from their cats sucking on their earlobes!

Hugs and success,

Wendy Maynard  
Your friendly marketing maven

P.S. If you've used this product, please post a comment about how your cat is enjoying it...

Wendy Maynard,  
Marketing Maven



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