

## SCIMARK REPORT

BY JORDAN PINE

**FLUTTER FRENZY****Main Offer:** \$14.99 for one**Bonus:** Second one (just pay P&H)**Marketer:** Allstar Products**Website:** [www.FlutterFrenzy.com](http://www.FlutterFrenzy.com)**WIGGLE TOWER****Main Offer:** \$29.99 for one**Bonus:** Second one (just pay P&H)**Marketer:** Allstar Products**Website:** [www.WiggleTower.com](http://www.WiggleTower.com)**BOP-A-MOUSE****Main Offer:** \$19.99 for one plus two scratcher pads**Bonus:** Double the offer (just pay a separate fee)**Marketer:** TELEBrands**Website:** [www.BopAMouse.com](http://www.BopAMouse.com)

When it comes to pet toys, DRTV attempts typically have been infrequent. Yet now we have three cat toys testing at around the same time. The reason is a terrifying truth we must all learn to accept: inside every cute little kitty, there is a savage monster that would love nothing more than to torture and kill any vulnerable creature it finds — just for fun.

Joking aside, feline biology is the best explanation for why certain products have been successful on DRTV. A cat's natural need to scratch, catch, and try to kill is no doubt what led to the success of 2010's **Emery Cat** (scratch) and 2013's **Cat's Meow** (catch/try to kill). But do those successes provide a strong enough rationale to keep testing such items? As shocking as this may be to my regular readers, I'm skeptical.

For starters, there have been two failed attempts to bring back

the **Emery Cat** scratcher (**Emery Cat Gym**, **Kitty File**). Every other type of scratcher has also failed (e.g., **Meow-Go-Round**, **Scratch 'N Treat**, **PokeBoo**). In other words, one of the two hits supporting the "good category" theory may have been an outlier.

That's it for the scratchers. As for the catchers, at least four other mouse toys have failed on DRTV: **Mouse Chaser** (2010), **Cheese Tease** (2014), **Mouse Around** (2015), and **Racin' Rascal** (2016). There have been a few feather toys tried as well, but only one bird toy (**Wobbly** in 2015), and that was less bird and more laser pointer. Speaking of which, laser cat toys have also been a dead end for DRTV.

The bottom line is that a sober look at DRTV history shows this category is a lot less promising than it may at first appear. I certainly can't find anything to justify so many recent attempts.

**WHAT MAKES UP THE SCIMARK SEVEN?**

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.

© Copyright 2017 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](mailto:jordan@scimark.com). The SciMark Report is also a blog at [scimark.blogspot.com](http://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](http://www.SciMark.com).

