

The 'Lipstick Debate' Goes to the Dogs, and Cats

Two websites allow pet owners to vote for their favorite pet.

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Vote for your favorite pet at [CatsAreBetter.com](#). The presidential campaign in recent days has involved statements about a pitbull wearing lipstick and a pig wearing lipstick. Now, cats are in on the lipstick debate, and the fur is expected to really fly.

"Can you put lipstick on a cat and call it change?" is a question that is being posed by the company behind two websites launched Thursday morning: [CatsAreBetter.com](#) and [DogsAreBetter.com](#).

While the candidates squabble over the meaning behind their comments about lipstick-wearing pitbulls and pigs, Smith Brothers Agency is giving pet owners a chance to get in on the action and vote for the most-loved furry friend — cats or dogs. The advertising agency urges Americans to cast their vote on the two new websites.

For the undecided pet owner, a "top 10" list is featured on each site to sway voters. The top reason to vote cat: Dogs eat their own poop. On the other hand, the top reason to vote dog: Cats can't catch a Frisbee.

The word "change" has been used repeatedly during the historic presidential campaign, and the cat and dog campaign has its own buzzwords. The dog platform is all about hope, and the cat camp is promoting a bright future.

Dog's high priorities include a fire hydrant on every corner and abolishing the leash laws. Cats envision big balls of yarn, legalizing catnip and outlawing startlingly loud noises.

Michael Bollinger, a Smith Brothers partner and director of client services, said this spirited but light-hearted campaign allows pet lovers to voice their opinion. "Dog and cat fanciers need to stand up and get the vote out in support of their favorite companion," he said.

As of Thursday afternoon, the sites had registered hundreds of votes. The votes will be tracked in real time to coincide with the presidential election, with a winner to be declared in November, said Miles Smith, a Smith Brothers partner.