

# Mascot Marketing 101

## How can mascots help YOUR brand?



**As Promised Productions ~ [AsPromisedProductions.ca](http://AsPromisedProductions.ca) ~ 289-213-8810**

# Getting to know you...

- **Who you are...**
  - **Where are you from?**
- **Who we are...**
  - **As Promised Productions**
    - **Character Show producers**
    - **Mascot Marketing consultants**
      - **David Di Giorgio – Composer / Music Director**
      - **Toni Grates – Director / Choreographer**
      - **Tyler Schwartz – Writer / Producer / Marketer**

## Some Friends...



# What's In Store...

1. **How and why to develop characters for your event property**

*“Festivals aren't huggable. Mascots are.”*

2. **How to leverage sponsor & corporate mascots at your event**

3. **Case study – *The Misty Kids*<sup>TM</sup> at the Winter Festival of Lights**

# **Why Develop YOUR Mascot?**

- **Mascots are about marketing**
- **They put a face to your organization**
- **Help people associate positive feelings with your event**
- **Family Friendly**
- **Mascots make memories**
- **Entertainment / Attraction**

# Meet Snuggle



***"Mascots are simply a trigger to people's memory of the product," says Lever product manager Charles Oliver. Since they were introduced, our mascot has also helped Lever make consumers forget about Snuggle's main competitors in the Canadian fabric softener market, Downy and Fleecy - which have no animal support.***

***"So far, we've been able to take about seven or eight share points from each brand," says Oliver. "It's hard for competitors to defend themselves against the emotional appeal of the teddy bear."***

# **What Not To Do**

- **D-I-Y Costumes**
- **Untrained volunteers**
- **Generic name / personality**
- **Humanoid Objects**
- **The closet mascot**
- **Fail to ensure safety**

# **What to do... to ensure success**

- **Invest in quality**
- **Plan strategically**
- **Give your character personality**
  - Childish, shy, bold, devilish, prankster
  - Leader, follower, mischievous, talented
  - Cool, retro, sneaky, sweet, clumsy
- **Leverage local talent**
- **Take time to train**
- **Use the character everywhere**
- **Get creative!**



# Go the Extra Mile

- **Give your character a voice**
  - (but never from inside the costume!)
- **Give your character a theme song**
- **Shows or special appearances**
  - Meet and greets
  - Autograph sessions
  - Parades and processions
  - Photo opportunities
  - Special event hosts
  - Story time
  - Stage shows

# Leveraging Corporate Mascots

- **Who has them?**
  - Many sponsors and local businesses
  - They supply the costume, you provide trained performers who will respect the characters' integrity
- **What to do with them?**
  - Character carnivals
  - Competitions
  - Parades
  - Autograph sessions

# Teddy Bear Picnic



# Safety Day





**A Case Study in Successful  
Mascot Marketing**

# Meet Sparkle the Christmas Bulb...



(What doesn't work!)

# Meet the Misty Kids™ ...



(What DOES work!)

# Concept Art - Chilly Dog



- Protagonist
- Big Brother
- Sports Fan
- True Canadian



# Concept Art - Cool Cat



- Chilly's Best Friend
- He's a COOL Kat
- WFoL Tattoo
- Musician / Crooner





# Concept Art - Crystal Bunny



- Little Sister
- Everything Sweet
- Wants to grow up to be the Ice Queen





**THE MISTY KIDS**

# Hiring / Training

- **Local talent ... such as drama students, gymnasts, dancers**
- **Hold auditions**
- **Take it seriously!**
- **Pay them if you can**
- **At least 4 hours of training, including practice sessions in costume**
- **Rehearse ANIMATIONS!**

# Finding a Character's Voice

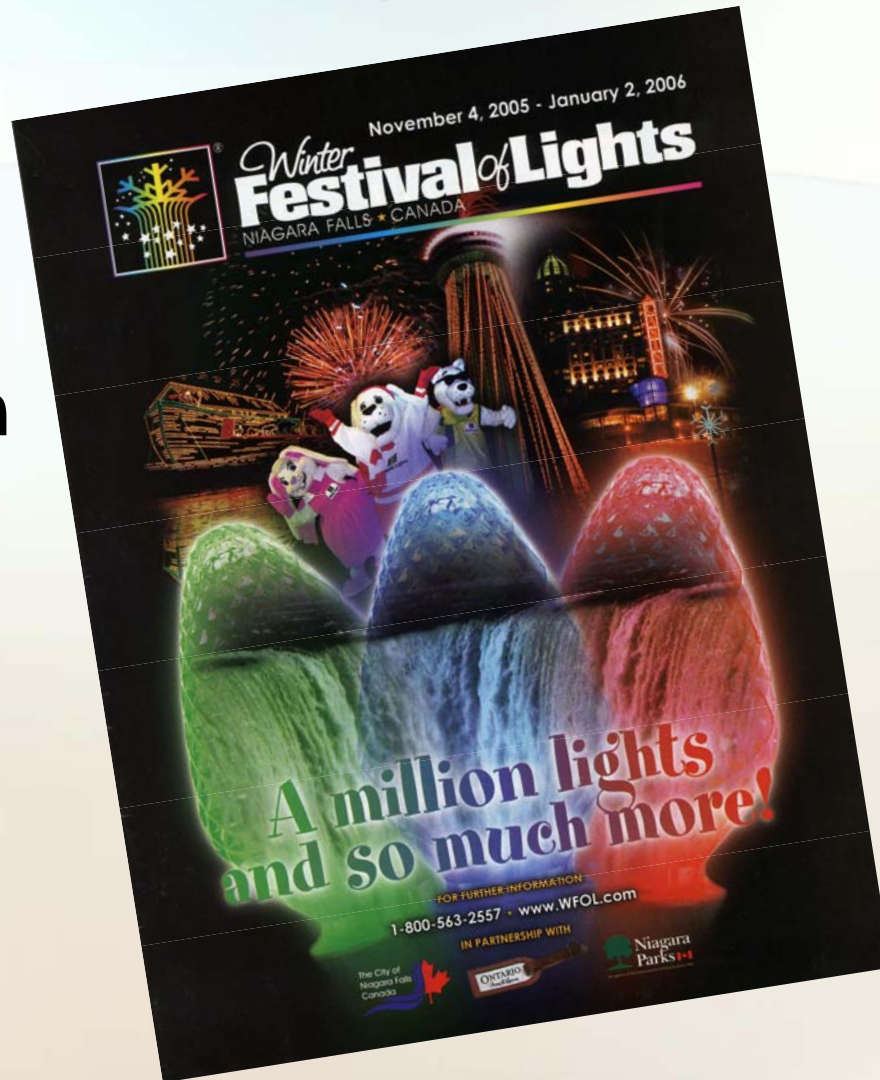
- **What would your character sound like?**
- **They don't have to be professional voice actors (but it helps!)**
- **Audition!**
- **Book one day of recording studio time and record as much as possible:**
  - **PSA's**
  - **Welcomes, Good-byes**
  - **Show scripts**
  - **Songs**

# Character Theme Songs

- **Chilly Dog's  
Theme**
- **Cool Cat's  
Theme**
- **Crystal Bunny's  
Theme**

# Mascot Marketing

- Print
- Radio
- Television



# Merchandising



# Entertainment / Attractions

- **Meet & Greet**
- **Photo Ops**
- **Autographs**
- **Event Hosts**
- **Parades**





# OR ... Live Stage Shows!



# Wrap Up

- **Special guest**
- **Q & A**
- ***Winter Wishes tonight!***

