

T.E.G. Talks

..... THE ENVISAGE GROUP



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- Top 4 reasons for using a mascot
- What's it like being a costume performer?

NICHOLA'S NEWS

Everyone loves a mascot!

Mascots – and costume performers – can do great things for your brand, and they help to give a “face” to your product or brand, be it well known or not.

Our promo staff actors have performed as Monopoly Man, Jimmy the Judo Lion, Bob the Builder, Playmobil characters, Lego characters, Supergirl, pineapples for Del Monte, along with more generic costume characters such as Snow White and Harry Potter handing out leaflets. Our staff have been polar bears, batteries, mobile phones, drink outfits, Santa and elves... the list goes on!

And what makes them so great? Their approachability! Once you are faced with a mascot or costume performer, you are unlikely to ignore the leaflet they are holding out, or a chance to have a picture taken with them (great branding opportunity) or generally to converse with them or

their chaperones/minders. This could be in the street, outside a shop, at an event or exhibition.

If you want your event to be truly interactive, mascots and costume performers are the way to go.

BUT... remember to think a little about your mascot! Give them a clear brief – what is their objective? Cuddle people? Be fun, hand out leaflets, move around a specific area? It's up to you!

Added to that – its pretty hot and heavy in that outfit, so make sure they get regular breaks and can sit down somewhere in private and factor in a minder/chaperone, as many outfits make the wearer visually impaired.



Did you know?

- ★ The word mascot can be traced to the medieval Latin word **masca**, meaning “mask” or “witch.”
- ★ The Olympic mascot **changes every time** because it must symbolise the host city.

Top 4 reasons for having a mascot

To decide if a mascot will work for your brand you need to think about what message you're trying to get across, what your tone of voice is and how your target audience would react to an illustrated character. A friendly company with customers who like a little bit of fun will surely benefit from having one.

Mascots are a great visual way for (potential) customers to connect with

your brand. They are approachable and give a “face” to your brand – which means your brand is more likely to be remembered by your customers.

1 – They embody the spirit of your company

You want your customers and your potential customers to look at your mascot and instantly connect it to your brand. It should say something about your organisation's mission or goal and tell your audience something about the way you work. Develop a back story to your mascot, and a design that embodies your brand, whilst appealing to your current and prospective customers.

2 – Engagement

Mascots are a fantastic way to engage your audience, and they can be marketed over multiple platforms. Whether you send your mascot to events, display them at company exhibitions or use them to boost your online presence, a custom mascot is a great way to create lasting memories with your brand in mind.

3 – Cost effective

Many perceive mascots as a big brand marketing tool, and are under the impression that it costs a fortune to customise and purchase your very own mascot outfit. This couldn't be further from the truth. In fact, mascots are an incredibly cost-effective marketing tool. With a mascot you are more in control of your brand perception and can send out the message that best helps promote your brand. And once you have invested in an outfit, it can be used again and again.

4 – Helps create online presence

Digital marketing is an important aspect of any company's strategy, playing an increasingly vital role in brand exposure and recognition. Social media gives you the tools needed to bring your mascot to life and connect with your customers. It's the perfect medium to directly interact with your audience, and develop your mascot's story. Pictures and videos of your mascot interacting with customers is a great way to push online presence.

If you want to learn more about how a custom mascot can be used as a part of your marketing strategy, contact us here at Envisage!

www.bammascots.com



We do things differently (#trustenvisage)

What's it like being a costume performer?

Grant Leech responded to an ad for a mascot on a ship in The Stage newspaper in 2008, and the rest is history!

Since then he takes on acting jobs but does prefer costume performer jobs where possible. As he admits, its quite a specialist thing to do, "I've always been into performing, I trained as an actor. I both mascot and also I take minding jobs too." Minder jobs are when someone is with the mascot and is their eyes and ears, helping to lead them around, avoid obstacles and interact with the public.



"The reactions I get can get can be wide ranging! From the over-enthusiastic adult to the petrified kids and all in between, I've experienced them all, but in the main, a mascot can really help break the ice.

Everything you do as a mascot has to be over-exaggerated in the suit as you can't talk, so you have to be able to convey when you are happy, sad, excited, lots of different emotions.

So why does Grant do mascot work? "I like performing, and the satisfaction of bringing joy to people's faces that they are meeting their favourite cartoon character, TV hero or toy. My favourite activity is when a child is looking at you and their parent has their back to you, and you can do an exaggerated 'shhhh' and creep up on the parent and tap them on the shoulder, making them jump! For some reason, kids love this! You do have to have a lot of energy though, its quite hot in the suits and you need to have as much energy at the start as at the end.

Did you know?

* The **first team mascot**, a real bulldog named Handsome Dan, was a tradition started by a Yale student in 1889.

* **NASA has a Mascot!** She is Camilla Corona SDO, a rubber chicken that helps with outreach and education.

"My favourite job? I can't really pick, for each mascot I try and be that character throughout the job, and so I would feel bad picking a specific character or job! Some suits or outfits are more comfy than others, and some locations can be more spacious than others, so you get a chance to wander rather than stay in one place, but I just like costume work in general."

So what impact does Grant think he has had on brands? "I think it's a really strong tool to use and under-utilised. You are creating a three-dimensional representation of a product, brand or company, and I think that people find it very memorable. They might look back at photos on their phone a month later and think – oh yeah, I remember that! And it makes



your brand/ company or product appear approachable – both to kids and adults."

If you need a mascot, or you want to produce a mascot and have no idea where to start, get in touch with us here at Envisage Promotions; we can help!

Did you know?

* The **Norwegian Royal Guard's Mascot is a King Penguin**. On a visit to Edinburgh in 1972, the Norwegian Royal Guard's regimental band decided to adopt a King Penguin – which remains at the Edinburgh Zoo. During every trip to Britain by the band or another branch of the Guard, the penguin is formally promoted one rank.

Top 10 most recognisable mascots:

1. **Michelin Man** by Michelin
2. **The Laughing Cow**
3. **Mickey Mouse**
4. **Jolly Green Giant**
5. **Tony the Tiger** – Frosties
6. Coca Cola **Santa Claus**
7. **Compare the Market meerkats**, Yakov and Bogdan
8. **Pillsbury Doughboy**
9. **Mario** by Nintendo
10. **Mr. Muscle** by S. C. Johnson

