

# MASCOT MANIA PROJECT

## PART I

### Project Description

The mascot mania project is a two part project. The first part could be considered market research. The second part becomes an implementation step where you'll design your own mascot.

### Project Details

Find TEN (10) examples of mascots used in the sports and entertainment industry. Collect as much information as you can about the mascots and the companies they represent. Consider some of the following criteria when researching:

- What is the mascot's name?
- What imagery does the mascot display (cute/cuddly, intimidating, etc)?
- What colors were used in costume design? Why do you think those colors were selected?
- What type of personality does the mascot feature seem to have?
- What are some key characteristics and qualities of the mascot?
- Is the mascot a performer (juggling, dunking, tricks, etc)?
- Does the mascot use any "props" while it is performing?
- Does the costume have any identifying features?
- Does the mascot seem to be consistent with the brand message(s) of the company it represents?
- Does the company have more than one mascot?
- How frequently is the mascot used in the company's marketing efforts?

### Presentation

For your presentation, you will need to create at least one PowerPoint or poster display for each of the mascots you researched. On the slide, include a picture of the mascot along with its name and the company it represents.

You'll also need to answer each of the questions above for each of the mascots you identified in your research.