

MASCOTS



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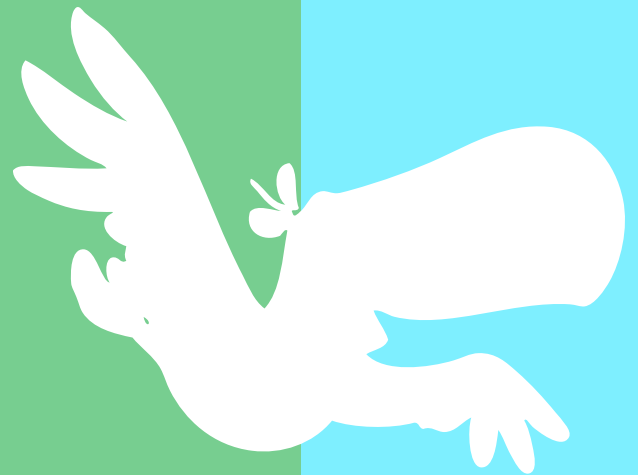
**“The gift that keeps on giving.
They never get in trouble with the law.
They don't up their fees.
You can use them for a long, long time.”**

Carol Phillips, president of consulting group Brand Amplitude



WHY A MASCOT?

BANDWIDTHMKTG.COM



MASCOTS SHAKE HANDS — LOGOS DON'T



“Who wants to talk to a logo?”

Suzanne Vranica, The Wall Street Journal



MASCOTS SHAKE HANDS — LOGOS DON'T

- **Mascots are the personal element in a corporate structure**
- **A memorable character brings continuity to your brand**
- **Consumers can form a positive emotional bond with a mascot**
 - Jolly Green Giant since 1928
 - Mr. Clean since 1958
 - Ronald McDonald since 1963



MASCOTS CAN GO VIRAL



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- Explosion of online usage and social media enables mascots to gain a far wider following — and pass-along buzz
- Online power enables easier and sometimes more cost-effective ways to create, develop and generate awareness for mascots
- The E-Trade, baby went viral in 2008
 - 1300+ media hits (+62% v YAG)
 - 770mm impressions (+600% v YAG)
 - Initial campaign creative totaled + 14 million views (+65% versus goal)



MASCOTS CAN GO VIRAL

- Bandwidth Marketing created Flounder mascot for an innovative trade sales program for auto-dealer software
 - Click-throughs increased 1600%



DON'T FLOUNDER



ARE MASCOTS RIGHT FOR YOU?



**For our full presentation and more data,
click the link below
OR to reach our cuddly, mascot-like staff,
give a call @ 312.772.MKTG (6584)
OR ping us at info@bandwidthmktg.com**





**BANDWIDTH
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