



Maximize your
investment with

Mascot Poses & Illustrations Online

A guide brought to you by our
marketing and sales experts



www.promobearsusa.com

Introduction

Are you trying to achieve outstanding results with your mascot this year? Then you have come to the right place! When you are finished reading this document, you will know why mascot poses and illustrations can be a great asset to your business. You will get insight directly from our marketing expert and dedicated project manager! Additionally, we have designed a short worksheet to assist you in discovering precisely where mascot poses and illustrations could be of help for your organization.



Why trust Promo Bears?



Since 2006, we have stood at the forefront of mascot and merchandise design and production. Our devoted project managers take time to care for each project, understanding the needs of each client and bringing their vision to life accordingly.



Learn from the wisdom of our senior project manager and the savvy perspective of our marketing manager. With this document, you gain insight into how you can enhance your online marketing presence and branding.



Let's dive into the issue

Owning a mascot costume is a great start, but is it enough to truly captivate your audience and solidify your brand's online presence? It is time to take a look at the critical function mascots play within a branding strategy.

Mascots can be key allies in enhancing your brand's digital footprint. They are not just accessories, they embody the spirit of your brand. With a logo and color palette, you establish the visual foundation of your brand. The pressing challenge is finding a way to connect and engage with your audience and create a recognizable brand.



"In today's saturated digital landscape, we get bombarded with advertising and content at all times. This becomes a challenge for marketing and brand building since it's quite a challenge for companies to distinguish among competitors. The key to cutting through this noise lies in two fundamental principles: Consistency and Repetition."

Mascots can be an effective way to stand out and ensure your brand message is coherent and reaches your audience. Mascots are recognizable presentations of your brand and by implementing them on both online and offline channels (social media, websites, brochures, and real life) you can achieve a high level of consistency and frequent exposure. This will efficiently result in increased brand recognition and awareness."

- Luc Simon, marketing expert

So, the challenge becomes how can a brand leverage its mascot to stand out. What is the optimal way to utilize a brand's mascot to ensure it does not just blend in the background, but rather becomes an important part of the brand's identity that is able to engage and resonate with audiences across digital platforms?

Recognizing this challenge is the first step in rethinking how mascots are utilized online. We are here to help you do just that!



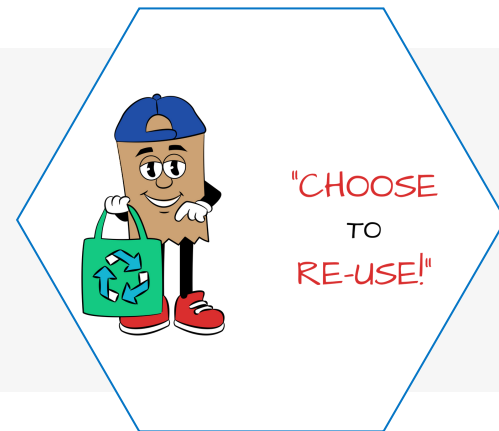
Our Simple Solution

Why Mascot Poses & Illustrations? The answer is quite simple!

1. 100% match between your mascot costume and poses and illustrations.
2. Full copyrights so you can use your illustrations however you want to.
3. Fast delivery, between 1-2 weeks.

Enhanced Engagement

You can reimagine your mascot in any pose or setting. This gives you the freedom to send a tailored message to your audience, which helps you become more relatable and engaging. Furthermore, by consistently using your mascot online in different poses you create a seamless brand experience, making your brand more recognizable.



Versatility

You have full control of the mascot's message and how you use it. Thus, you can create any type of promotional material with these illustrations. Think social media content, blogs, and even merchandise for that 360-degree brand strategy.

Brand Management

Having your mascot in different poses and settings won't only drive up engagement but it will also help you establish a strong brand positioning. You can express your brand values in a friendly way through your brand ambassador.



Learn from a marketing expert



As someone who's deeply immersed in the world of marketing, I've seen firsthand how important it is to **keep your brand's message consistent across all channels**. One awesome way to do this? Incorporate your mascot into your marketing materials. It's like adding a friendly face to your brand that people can instantly recognize and connect with.

Think about it: Your mascot isn't just a logo. It's a living, breathing character that represents your brand's personality. By **featuring your mascot in everything** from social media posts to email newsletters, you're **reinforcing your brand identity in a fun and memorable way**.

Plus, using mascot illustrations gives you tons of **creative freedom**. Whether you're launching a new product or running a seasonal promotion, your mascot can adapt to any situation and engage with your audience on a whole new level.

And here's the best part: A well-designed mascot helps you stand out from the competition. In today's crowded digital world, having a recognizable mascot sets you apart and makes your brand more memorable. Just think about the Michelin Man, Ronald McDonald or Chester the Cheetah!

So, if you're looking to take your marketing to the next level, consider incorporating mascot illustrations into your strategy. Trust me, you won't regret it!



Work Sheet:

Figure out how mascot poses and illustrations fit into your online branding strategy



Define Your Branding Goal

Objective: Write a **S**pecific, **M**easurable, **A**ttainable, **R**elevant & **T**imely (SMART) goal that relates to your online branding efforts

Example: 5% increase in likes, comments and shares within the next quarter.

1



Identify Brand Challenges

Objective: Describe current obstacles you face with your online branding.

Example: Our brand struggles to differentiate itself in a saturated market.

2



Articulate Your Company Values

Objective: List the core values that define your company's brand.

Example: Creativity, Reliability, Fun

3



Visual Representation of Your Values

Objective: Look at your list of values. Define a situation/explain how a mascot pose or illustration can represent this value.

Example: Community – Mascot inviting someone in/Mascot waving; Connection – Valentine's Day Mascot with a box of chocolate and flowers.

4



Plan Your Mascot Integration

Objective: Describe how you will integrate mascot poses into specific branding materials or campaigns.

Example: Use mascot illustrations in monthly newsletters to increase open rates.

5



Measure Success

Objective: Determine how you will measure the impact of mascot poses on your branding.

Example: 5% increase in engagement on posts with mascot poses in the first 3 months

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