



BRAND MASCOT

THE ONLY WAY TO STAND OUT
FROM BEING BORING AND
STANDARD

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WHAT ARE MASCOTS?

VISUAL SYMBOLS OF A BRAND

Brand mascots are characters or figures designed to represent a brand visually. They serve as a recognizable symbol that embodies the brand's identity and values, making it easier for consumers to remember and relate to the brand.

PERSONIFIED BRAND AMBASSADORS

Mascots act as personified brand ambassadors, giving a human or character face to the brand. They help communicate the brand's message, engage with the audience on a personal level, and create a unique personality that sets the brand apart from competitors.

MARKETING AND ENGAGEMENT TOOLS

As marketing tools, mascots are used in various promotional materials, advertisements, and social media campaigns. They help capture attention, create memorable interactions, and increase audience engagement by adding an element of fun and relatability to marketing efforts.

PACKAGES

PRINCE TIER

if you don't own a mascot yet and first want to explore how well it will work for your business and still have some doubts. This affordable option would be the best fit for you.

INCLUDED:

- 1x Fully Designed Mascot
- Includes starter guide on the basics of using a mascot.
- *Brand Trademark Assessment by Steyn IP Attorneys*

R10 000 ONCE OFF

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PACKAGES

IMPERIAL TIER

Great choice whether you own a mascot or not. If you have a mascot, you might be losing on some key elements to help you make the best use of it. If you don't own a mascot, this option is a great investment to get all the necessary equipment to make great leeway in your use for engagement & interest.

INCLUDED:

- *Everything from Tier 1 +*
- Additional Design
- Custom "How To Use" guide tailored to your brand
- Basic Character Story Write-up
- 1x Company Tshirt Illustration

R17 000 ONCE OFF

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PACKAGES

CELESTIAL TIER

Best choice if you are willing to commit from the beginning and planning on fully integrating your new mascots. With benefits like **anime animated ad** which is included, your engagement and potential leads will most likely increase rapidly. *Based on how you use everything.*

INCLUDED:

- Everything from Tier 1 & 2 +
- 1x Additional Pose/ Design
- Detailed Character Story Write-up. Usable content for connection building & interest online.
- 1x additional company tshirt/ merch design.
- 15s Animation of your mascot for introduction purposes.

R35 000 ONCE OFF

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RETAINER

Keep your mascot active on social media and your current campaigns. In a world of commodity and doom scrolling, it is important to keep on staying up to date and refreshed with your branding and this includes your mascot.

INCLUDED:

Additional Character Pose
Illustration Poster which includes 1 service
or 1 product for promotion purposes.

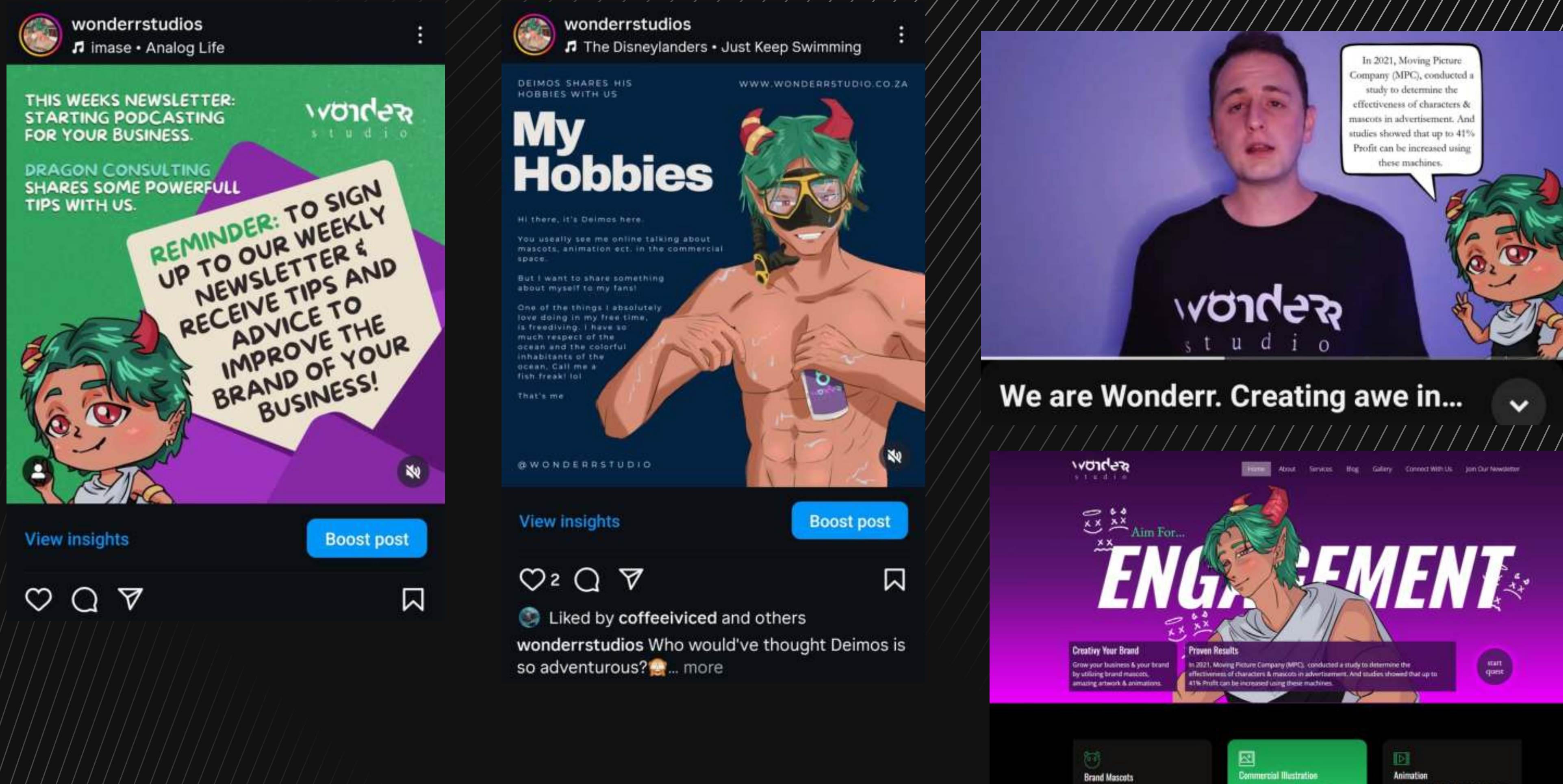
R5500 PER MONTH
3 MONTH CONTRACT

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SOME IDEAS OF HOW WE USED OUR OWN MASCOT

SOCIAL MEDIA POSTS & USING ON WEBSITE



MERCH/ GIFTS FOR EVENTS





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INTERESTED?

**GET IN TOUCH FOR OUR
PRICES ON THESE
PACKAGES.**

Tailored to help you stand
out from boring marketing
& branding, and getting you
to create more hype &
engagement with mascots.

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