

CLASSROOM ACTIVITY

Name _____

Unit 6: Mascot Marketing

Class Period _____

Group Activity Instructions:

Five mascots that represent non-sports and entertainment related companies (past or present) are listed below. Identify the specific company for which the mascot is associated as in the spaces provided.

Mascot: "Mr. Peanut"	Company:	<i>Planters</i>
Mascot: "The Doughboy"	Company:	<i>Pillsbury</i>
Mascot: "Tony the Tiger"	Company:	<i>Kellogg's</i>
Mascot: "Jolly Green Giant"	Company:	<i>Green Giant Food Company</i>
Mascot: "Toucan Sam"	Company:	<i>Kellogg's</i>

Five mascots that represent sports and entertainment companies (past or present) are listed below. Identify the specific company for which the mascot is associated as well as the company name in the spaces provided.

Mascot: "The Chicken"	Team:	<i>San Diego Padres</i>
Mascot: "The Gorilla"	Team:	<i>Phoenix Suns</i>
Mascot: "The Phanatic"	Team:	<i>Philadelphia Phillies</i>
Mascot: "Monte"	Team:	<i>University of Montana</i>
Mascot: "Cocky"	Team:	<i>University of South Carolina</i>

Group Activity Instructions (part two):

In the space below, briefly explain why a company would use a mascot as part of its marketing strategy.

All companies (sports and entertainment companies included) search for ways to create brand awareness among consumers. They want consumers to associate with their products and brands. The use of slogans, taglines and mascots can go a long way in helping develop that brand awareness.