

**Unit 6****Lesson 6.1 – Mascots (Characters)**

Branding & Licensing

STUDENT ACTIVITY**Instructions (Part one):**

Five mascots (characters) 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:	_____
Mascot: "The Doughboy"	Company:	_____
Mascot: "Tony the Tiger"	Company:	_____
Mascot: "The Green Giant"	Company:	_____
Mascot: "Toucan Sam"	Company:	_____

Five mascots (characters) 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:	_____
Mascot: "The Gorilla"	Team:	_____
Mascot: "The Phanatic"	Team:	_____
Mascot: "Monte"	Team:	_____
Mascot: "Cocky"	Team:	_____

Activity Instructions (Part two):

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