



INSTRUCTIONS (PART 1)

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	Company or Product
"Mr. Peanut"	
"The Doughboy"	
"Tony the Tiger"	
"The Green Giant"	
"Toucan Sam"	

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	Team
"The Chicken"	
"The Gorilla"	
"The Phanatic"	
"Monte"	
"Cocky"	

INSTRUCTIONS (PART 2)

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