

**MARKETING INSIGHTS FROM SCC - STUDENT ACTIVITY****INSTRUCTIONS**

Review the brand characters in the Mascot Mania slide presentation in class. How many mascot names can you identify? How many brands? List your answers in the space below.

Mascot #	Mascot / Character Name	Brand Represented
1.	_____	
2.	_____	
3.	_____	
4.	_____	
5.	_____	
6.	_____	
7.	_____	
8.	_____	
9.	_____	
10.	_____	
11.	_____	