



UDK 659.126

CREATING A MASCOT: FROM SUPPORTING BUSINESS TO PROMOTING UKRAINIAN CULTURE

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In a world where the competition in the market is constantly increasing, creating a mascot helps brands stand out from others and attract the attention of customers. Mascots are becoming important symbols in the digital environment, where they can be used for content creation that is in line with the interests of the audience. In a world where ordinary consumers are increasingly dominated by emotional and aesthetic aspects when making shopping choices, a mascot can create positive emotions and foster brand loyalty. Mascot can be used on a variety of platforms, including websites, social media, promotional materials, products, and more, which makes them a versatile tool for developing new design and animation techniques that allow you to create mascots with more expressive and attractive features that meet the needs of the modern community. Therefore, the work on creating a mascot remains very relevant in the context of modern design trends and consumer needs.

Keywords: design, mascot, brand, symbol, art, culture.

Introduction. To increase recognition and promote the brand, companies often create a corporate hero - a mascot. A mascot is a brand character, a unique image with the qualities of a brand, and its symbol. It becomes the main acting character in advertising campaigns and brand communication [4]. Creating a mascot expands the creative boundaries of the brand, makes it more customer-oriented and attractive. The character allows the company to favourably differ from competitors, attract attention, be catchy, and build a strong emotional connection with customers.

Mascots were popular in the era of classical communication because they were highly recognisable. Instead of inventing a new character for advertising every time, it is easier to make one that is recognisable and understandable and integrate it into communication. Thanks to mascots, brands immediately provide themselves with the attention of the audience. In addition, the character can also play the role of a souvenir. A person understands the world through anthropomorphic objects similar to themselves. We give human qualities to animals or objects to build a stronger emotional connection. A person begins to associate himself with a brand that uses a mascot in communication because he sees similarities [2].

The corporate character of the company is an image that arouses curiosity. A well-designed mascot can be the best sales and marketing tool for a small business because its funny, interesting image will attract more attention from consumers than a classic logo. Mascots, as a rule, personify the brand, allowing the target audience to better remember and understand the company and its services. Corporate characters are universal heroes created for better communication between the company and the consumer. Information from a fictional hero is better perceived, therefore, drawn images are often used in advertising products for different target audiences. In particular, there are numerous examples of the children's mascot use, including Rabbit the Nesquik Bunny and the penguin family from the "Kinder Pingui" advertisement. For sports fans, especially North American ones, one of the most recognisable and famous mascots in the USA is the Philly Phanatic, the mascot of the Philadelphia Phillies baseball team. There are also mascots at the Olympic and Paralympic Games, various football, hockey, baseball, and athletic championships. The mascot is also used in the design of foodstuffs, including the mascot for Pringles, Milka, M&M's, Cheetos, and others [6].

Results. To develop a successful mascot, it is necessary to follow several important stages: choosing the type of character: a person, an animal, a fantastic creature, or an object; creating the personality of the character, its temper, and history; choosing emotions, posture, and costume; age and gender of the character; what task it performs: teaches, entertains, helps, etc. It is important to work out all these steps before directly starting to draw the character. A brand mascot can help spread information about a business. But the wrong character can confuse customers or even harm a brand.



Conclusions. We can consider the Ukrainian Studies mascot in the form of a bird-rushnyk (towel) for the Research Institute of Ukrainian Studies, which was created and is used in information and advertising activities aimed at promoting the cultural, educational, scientific, and social potential of Ukrainians, helping to ensure the right of Ukrainians to spread positive knowledge about Ukraine, its historical and cultural heritage in Ukraine and the world, and support of Ukrainian identity through mascot symbolism [5]. Therefore, creating a mascot is an important element of any marketing strategy, as it can improve interaction with the audience and increase brand recognition.

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