

Case Study

STUDY ON EFFICIENCY AND EFFECTIVENESS OF TOON BRANDING

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All about Toon Branding

Toon Branding

Looks like the ad industry can't have enough of animation. Digital characters are fast stepping into the realm of corporate brands.

Hutch's Boy-Girl duo, the claymation Chintamani of ICICI, The toons in All Out Mosquito repellent ad, as well as the classic Asian paint's ex-mascot Gattoo, the Amul girl, the Handiplast Boy, Fido-Dido of 7-Up etc are some of the examples of the toons used for marketing the product.

"Most advisers are using animation for top of the mind recall" says McCann Erickson's Prasoon Joshi. McCann's new commercial for Coca-Cola's vanilla variant has the model blowing animated, heart-shaped kisses for the audience.

"Toon illustrations create excitement, and also serve as a memory hook to pick a particular brand from clutter".

Kellogg's animated kid and bear are intertwined in people's minds. Nike also used "swoosh" logo sign to bring immediate recall value, while the Claymation characters Of Amaron, an O&M creative, pick on sleeping politicians to get their value across. O&M's Piyush Pandey says his firm encourages the idea of breaking form. "Creative people have to look at different ways to get message across, and if that means exploring other forms of art, then why not?"

HLL's Annapoorna uses Flintstone like characters to drive its USP. Industry officials say animation could be used as creative idea to express a particular value, or it could be a sacrosanct image, almost becoming part of the logo of the brand – like A-I am Maharaja or Amul Girl.

As mnemonics flow thick and fast characters get established in the consumers mind. However at times they are given a hasty burial. Asian Paint's Gattoo was the rage, but the kid was killed after he was linked to child labour.

First it was retro advertising, and then there was the trend of using real kids. The ad world's latest obsession is with animation. Be it Bollywood actress Mallika Sherawat asking Fido to make her more curvy or Aishwarya Rai diving into the sea with a Frisbee or, for that matter, an animated poodle talking to Rani Mukherjee and her gang of friends in the Fanta commercial- they've all got the cool punch with animation.

With a string of animated commercials such as Pepsodent (Bhoot Police). ICICI Prudential's Chintamani and Anand Rathi Securities happening in the past few months, companies across sectors are more willing than ever before to use animation in their ad films.

The number of animation ad films produced per year in the past five years has increased at least eight times and feature films like Hum Tum (had cartoons of Saif Ali Khan And Rani Mukherjee coming in between the film) are backing the overall trend around animation.

“We used to do three animation ad films a year five years ago, now it’s two every month,” says, E.Suresh. Creative director. Famous House of Animation, a division of Famous Studios.

“Animation is no kid stuff anymore. One sees a fair number of youth and adult targeted content happening in the form of animation in films and TV shows these days,” says Rahul Welde, general manager, media. Hindustan Unilever Limited.

Mr. Welde claims to have used animation where it could add to the creative quotient of the commercial which give something unexpected to the audience.

“Gross thinks at time look cute in animation rather than the real thing, say in case of a fat man, the Chintamani ad was initially a radio jingle. With Claymation (clay + animation), it broke the clutter and became likeable in a very non-financial advertising style,” says Abhishek Bhatia, director marketing, Prudential Assurance, Malaysia, who was then involved in launching the campaign from ICICI Prudential.

The contribution to the sales of pension schemes of the group rose 30% after the campaign. The popularity of cartoons among youngsters- a gradual transformation over the past few years- Kill Bill, Lion King, Shrek, Run Lola Run, all of which have cutting edge animation. Moreover, most of the global award winning campaigns have used animation extensively, be it Euro RSCG’s Waterboy, Grrr Honda, Unileaf Tea or Levi’s Mr. Lova Lova.

“However a real character interacting with an animated character is not a novelty. It is a style and a lot of people are catching on it but this is not the end of it,” points Ashish Chakravarty, head creative, Contract Advertising. There are other viewpoints too. “It’s a nice way of doing a boring script. But there are scripts that needs animation to prove the point as in the case of Oye Bubbly (Pepsi Commercial) last year,” says Anuja Chauhan, VP and Senior Creative Director at JWT.

Besides the advantage of visual appeal, many complex issues, such as stunts, can be done away with, with the use of animation- for instance the stunt in the Lux Commercial couldn’t be done so perfectly by the real character (here Aishwarya Rai) vis-à-vis the animated character. Animation ad also helps keep costs down. Industry sources say a simple animation ad is less expensive than an ad with decent production quality that costs around Rs. 70-80 Lakh. Animated ones cost around Rs. 30-40 lakh on an average.

However, what creative director’s hate about animation is the fact that it takes a lot more time “For A Fido itself, we need to work for three weeks to get it absolutely right,” says Chauhan of JWT.

Mascot or Toon

A cartoon mascot is a great for a company to build brand recognition through their advertising A mascot allows a company to basically display it’s personality in values for the entire world to see in a fun and related form A cartoon mascot is a great for a company to build brand recognition through their advertising. A mascot allows a company to basically display its personality in values for the entire world to see in a fun and related form. Mascots can continue to grow and develop through the times right alongside the company, giving people something that they can always relate to. Below you’ll find a list, in no particular order, of some of the most famous and memorable cartoon mascots to ever exist.

Mascot is really an effective way to promote your services, products and events to your potential customers and generate a sense of fondness about your business in their mind. Mascot not only gives a character to your business, but also helps to reinforce your services and products. Are you keen on having a mascot designed to add a value to your brand and create a powerful impact? Then come to Logo labs and express your business with an attention grabbing, lovable and custom mascot that will definitely bring an innovative change in your business. Compared to other promotional materials, mascot infuses a life into you brand and enables to showcase your services in a more appealing manner to your target audience. Mascots have become the part of our life as we see mascots of various brand companies every day and it helps to create a brand awareness about the company.

Thus it is very essential to see that your mascot is presented in an impressive manner to your prospective audience. Before getting a mascot designed, it is very essential to understand the purpose behind having the mascot and how it can benefit to your business in the best possible ways. While designing a mascot, we care to understand the business nature and conceptualize a character that can represent the business of the client effectively. At Logo Labs, we have a highly motivated team of graphic designers who are well competent to create expressive, custom and appealing mascot design for diverse industrial sectors. Just mention your specifications and we will create a perfect caricature that work wonders for your business. To get a glimpse of our quality mascots, check out our portfolio comprised of visually engaging and custom mascot design samples made be our creative designers for diverse industrial firms. Give a business to your character by ordering our mascot at the cost effective price of \$200. Order the mascot designed by Logo Labs and you have the privilege of selecting 2 design concepts for your mascot along with receiving 3 valuable revisions from our design experts. With Logo Labs, you won't face any inconvenience in terms of time, quality and price. Logo Labs will deliver you mascot within the specified time in the essential file types which you can easily place on your website as well as print materials. Experience a resourceful design process from Logo Labs where you have the privilege of having a mascot design of exceptional standard. Place your order for mascot by filling our order form or contact us at 703.893.6383 so that we can provide you a world class mascot design.

Amul Girl



For over 42 years now she has been with us through our ups and downs, celebrating India's sporting victories, taunting politicians and bringing a smile to so many faces with her unforgettable one-liners. One of the oldest campaigns to survive in the market, she goes on to prove that mascots are more popular brand ambassadors

Pillsbury- Dough Boy



Dough Boy, the popular mascot for Pillsbury globally, created in the US 30 years back, still commands an effective brand recall among consumers. Way back in 1996, no one knew about the brand that was aspiring to enter the Indian kitchen. So it was imperative for the company to develop a culture for the brand in India.

Pillsbury, which started as flour, diversified into baked foods in the US. It was about mothers pleasing their family, getting them together for meal on the dining table. These values were true in India as well. There is, after all a little bit of your mother in the roti she makes.

That's how Pillsbury decided to celebrate chakki tradition in India instead of talking about modern milling technology. The Indian Dough Boy, helped moms live up to her traditional image using modern means

Appyfizz



Appy was launched in 1986 as an apple drink in tetra pack after the mega success of Frooti. But Appy was not that successful then.

Recently Creative land Asia re-launched it as 'a cool drink to hang out with' and became hugely popular with the youngsters as it was the only soft-drink bottle that 'communicated' with them directly.

Few months ago, Parle Agro launched Grappo Fizz, introducing it as a 24-year-old bottle who went to UK to become a superstar and found a job in a call centre to support himself But came back after he was laid off in the recession.

Gattu- Asian Paints



Gattu, the mascot of Asian Paints till 2006, was created by cartoonist R K Laxman in 1954. In an interview he had said, the company “was not clear about what it wanted” and all they could say was “the trademark should be dynamic, noticeable, attractive, adaptable and unique”.

“We saw, through the fumes of cigarette smoke, a hazy figure of a little boy taking shape. We recognised the little impish fellow as our boy, Gattu,” he had said. Gattu was dressed in shirtsleeves and half pants with braces.

In one hand he had the bristling paintbrush and a dripping can of paint in the other. In 2006, however, this face of Asian Paints was given a quiet burial, as the company wanted to have more mass appeal in the rural areas.

Chintamani- ICICI Prudential



In 2005, when ICICI Prudential came up with Chintamani, the icon for its insurance services, it enjoyed a brand recall of 92 per cent next to LIC's 97 per cent, according to AC Nielsen survey.

Chintamani, a hapless middle-aged man, worried about where to invest his monies, was initially meant to be just a radio spot. Over time, however, Chintamani got famous and then it was used in the TV commercials as well.

What boosted the brand recall was this clay animation character that broke away from the clutter at a time when there were far too many insurance companies wooing potential customers.

VODAPHONE- ZOOZOO



'Zoozoos have reaffirmed popularity of mascots'
Kruti Shah, founder of Thinking Ink, says a mascot's plus point is that it appeals even to the illiterate consumer.

The popularity of zoozoos, the white, ghost-like creatures promoting Vodafone's value-added services, are indicative of the fact that mascots are definitely here to stay. Advertisers are banking heavily on visuals, colours, mnemonics, sounds and symbols to connect with the target consumers. The advantage of a mascot over celebrity endorsement is that it is cost-effective. Also a celebrity endorses multiple products, creating confusion in the minds of the consumers, unlike the mascot that is unique to each brand.

Not only do the mascots create instant recognition for the brand, it also helps advertisers cut through the clutter. In a diverse market like India where mass brands have not less than 16 language translations for their ads, mascots are a very powerful means to create a stronger connect with the consumers. It also helps minimizing surfing out of the channel during commercial breaks. It appeals not only to the educated mass, but even an illiterate consumer, who instantly identifies the brand with help of the mascot. The Hutch pug not only attracted customers, but even set the business soaring for the telecom major — it led to an increase in its subscriber base by 20percent.

AIR INDIA-MAHARAJAH



'We call him a Maharajah for want of a better description. But his blood isn't blue. He may look like royalty, but he isn't royal.' These are the words of Bobby Kooka, the man who conceived the Maharajah.

This now familiar lovable figure first made his appearance in Air India way back in 1946, when Bobby Kooka as Air India's Commercial Director and Umesh Rao, an artist with J.Walter Thompson Ltd., Mumbai, together created the Maharajah.

The Maharajah began merely as a rich Indian potentate, symbolizing graciousness and high living. And somewhere along the line his creators gave him a distinctive personality: his outsized moustache, the striped turban and his aquiline nose.

What began as an attempt as a design for an inflight memo pad grew to take Air India's sales and promotional messages to millions of travelers across the world? Today, this naughty diminutive Maharajah of Air India has become a world figure. He can be a lover boy in Paris, a sumo wrestler in Tokyo, a pavement artist, a red Indian, a monk... he can effortlessly flirt with the beauties of the world. And most importantly, he can get away with it all. Simply because he is the Maharaja!

He has completed 56 years and become the most recognizable mascot the world over. His antics, his expressions, his puns have allowed Air India to promote its services with a unique panache and an unmatched sense of subtle humour. In fact he has won numerous national and international awards for Air India for humor and originality in publicity.

And as with all great men, he too has had his critics. But the millions of travelers whose lives he has touched far outnumber them. In fact, to them, the Maharajah with his inimitable style, charm and wit is a very real person. He's almost like a friend to every Air India traveler. A friend who reaches out with warmth and hospitality, even to the farthest corners of the world.

Case study

Amul butter girl

(The moppet who put Amul on India's breakfast table)

50 years after it was first launched, Amul's sale figures have jumped from 1000 tonnes a year in 1966 to over 25,000 tonnes a year in 1997. No other brand comes even close to it. All because a thumb-sized girl climbed on to the hoardings and put a spell on the masses.



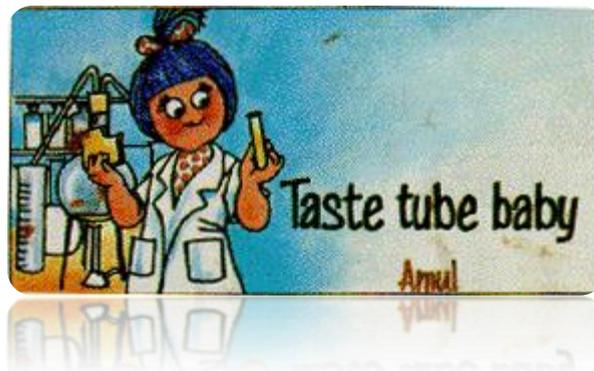
Bombay (summer of 1967): A Charni Road flat. Mrs. Sheela Mane, a 28-year-old housewife is out in the balcony drying clothes. From her second floor flat she can see her neighbors on the road. There are other people too. The crowd seems to be growing larger by the minute. Unable to curb her curiosity Sheela Mane hurries down to see what all the commotion is about. She expects the worst but can see no signs of an accident. It is her four-year-old who draws her attention to the hoarding that has come up overnight. "It was the first Amul hoarding that was put up in Mumbai," recalls Sheela Mane. "People loved it. I remember it was our favorite topic of discussion for the next one week! Everywhere we went somehow or the other the campaign always seemed to crop up in our conversation."

Call her the Friday to Friday star. Round eyed, chubby cheeked, winking at you, from strategically placed hoardings at many traffic lights. She is the Amul moppet everyone loves to love (including prickly votaries of the Shiv Sena and BJP). How often have we stopped, looked, chuckled at the Amul hoarding that casts her sometime as the coy, shy Madhuri, a bold sensuous

Urmila or simply as herself, dressed in her little polka dotted dress and a red and white bow, holding out her favourite packet of butter.

For 30 odd years the Utterly Butterly girl has managed to keep her fan following intact. So much so that the ads are now ready to enter the Guinness Book of World Records for being the longest running campaign ever. The ultimate compliment to the butter came when a British company launched butter and called it Utterly Butterly, last year.

It all began in 1966 when Sylvester daCunha, then the managing director of the advertising agency, ASP, clinched the account for Amul butter. The butter, which had been launched in 1945, had a staid, boring image, primarily because the earlier advertising agency which was in charge of the account preferred to stick to routine, corporate ads.



One of the first Amul hoardings

In India, food was something one couldn't afford to fool around with. It had been taken too seriously, for too long. Sylvester daCunha decided it was time for a change of image. The year Sylvester daCunha took over the account, the country saw the birth of a campaign whose charm has endured fickle public opinion, gimmickry and all else.

The Amul girl who lends herself so completely to Amul butter, created as a rival to the Polson butter girl. This one was sexy, village belle, clothed in a tantalizing *choli* all but covering her upper regions. "Eustace Fernandez (the art director) and I decided that we needed a girl who would worm her way into a housewife's heart. And who better than a little girl?" says Sylvester daCunha. And so it came about that the famous Amul Moppet was born.

That October, lamp kiosks and the bus sites of the city were splashed with the moppet on a horse. The baseline simply said, Thorough bread, Utterly Butterly Delicious Amul,. It was a matter of just a few hours before the daCunha office was ringing with calls. Not just adults, even children were calling up to say how much they had liked the ads. "The response was phenomenal," recalls Sylvester daCunha. "We knew our campaign was going to be successful."

For the first one year the ads made statements of some kind or the other but they had not yet acquired the topical tone. In 1967, Sylvester decided that giving the ads a solid concept would give them extra mileage, more *dum*, so to say. It was a decision that would stand the daCunhas in good stead in the years to come. In 1969, when the city first saw the beginning of the Hare Rama Hare Krishna movement, Sylvester daCunha, Mohammad Khan and Usha Bhandarkar, then the creative team working on the Amul account came up with a clincher -- 'Hurry Amul, Hurry Hurry'. Bombay reacted to the ad with a fervor that was almost as devout as the Iskon fever. That was the first of the many topical ads that were in the offing. From then on Amul began playing the role of a social observer. Over the years the campaign acquired that all-important Amul touch.

India looked forward to Amul's evocative humour. If the Naxalite movement was the

happening thing in Calcutta, Amul would be up there on the hoardings saying, "Bread without Amul Butter, *cholbe na cholbe na* (won't do, won't do). If there was an Indian Airlines strike Amul would be there again saying, Indian Airlines won't fly without Amul. There are stories about the butter that people like to relate over cups of tea. "For over 10 years I have been collecting Amul ads. I especially like the ads on the backs of the butter packets," says Mrs. Sumona Varma. What does she do with these ads? "I have made an album of them to amuse my grandchildren," she laughs. "They are almost part of our culture, aren't they? My grandchildren are already beginning to realize that these ads are not just a source of amusement. They make them aware of what is happening around them."

Despite some of the negative reactions that the ads have got, DaCunhas have made it a policy not to play it safe. There are numerous ads that are risqué in tone. "We had the option of being sweet and playing it safe, or making an impact. A fine balance had to be struck. We have a campaign that is strong enough to make a statement. I didn't want the hoardings to be pleasant or tame. They have to say something," says Rahul daCunha.

"We ran a couple of ads that created quite a furore," says Sylvester daCunha. "The Indian Airlines one really angered the authorities. They said if they didn't take down the ads they would stop supplying Amul butter on the plane. So ultimately we discontinued the ad," he says laughing. Then there was the time when the Amul girl was shown wearing the Gandhi cap. The high command came down heavy on that one. The Gandhi cap was a symbol of independence; they couldn't have anyone not taking that seriously. So despite their reluctance the hoardings were wiped clean. "Then there was an ad during the Ganpati festival which said, Ganpati Bappa More Ghya (Ganpati Bappa take more). The Shiv Sena people said that if we didn't do something about removing the ad they would come and destroy our office. It is surprising how vigilant the political forces are in this country. Even when the Enron ads (Enr on or off) were running, Rebecca Mark wrote to us saying how much she liked them."

There were other instances too. Heroine Addiction, Amul's little joke on Hussain had the artist ringing the daCunhas up to request them for a blow up of the ad "He said that he had seen the hoarding while passing through a small district in UP. He said he had asked his assistant to take a photograph of himself with the ad because he had found it so funny," says Rahul daCunha in amused tones. Indians do have a sense of humour, afterall.

From the Sixties to the Nineties, the Amul ads have come a long way. While most people agree that the Amul ads were at their peak in the Eighties they still maintain that the Amul ads continue to tease laughter out of them.

Where does Amul's magic actually lie? Many believe that the charm lies in the catchy lines. That we laugh because the humour is what anybody would enjoy. They don't pander to your nationality or certain sentiments. It is pure and simple, everyday fun.

Objectives

The Minor Project Report will highlight the effectiveness, purpose and tools for building a toon based brand. It has the following objectives:

- To investigate the effectiveness and efficiency of toon branding.
- To study the different tools involved in brand building.

Research Methodology

The Research exercise will be accomplished with the sample size of 35 respondents and few retailers. The questionnaire method will be applied for this exercise. The Research design will be a blend of descriptive and exploratory research design. The respondents will be selected through Random sampling method. The research study will investigate the effectiveness and efficiency of toon branding. The research is conducted across different malls in the Ahmedabad regions. And also by interviewing the customer.

TYPE OF RESEARCH: Descriptive type of research.

SAMPLING TECHNIQUE: Convenient sampling.

SAMPLE SIZE: 35 sample were taken.

TYPE OF DATA COLLECTED: Primary data is taken from each respondent by asking questions. Secondary data is taken from internet magazines books etc.

DATA COLLECTION METHOD: Questionnaires method.

DATA REPRESENTATION: Data represented through column, bar, pie and pyramid chart.

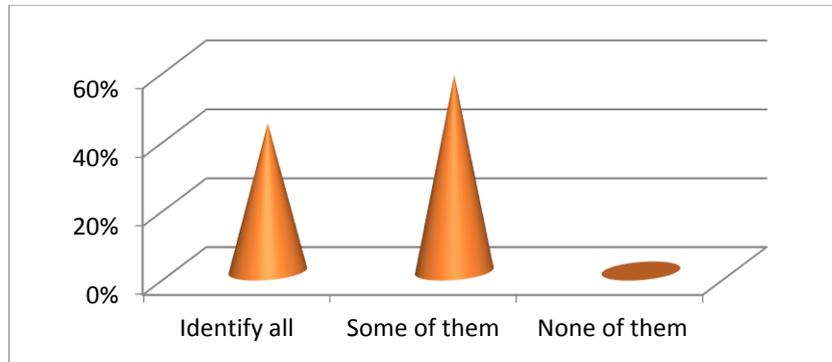
Data Analysis

Statistical Data

Q1. Identify the following toon mascots and their products or either of the one?



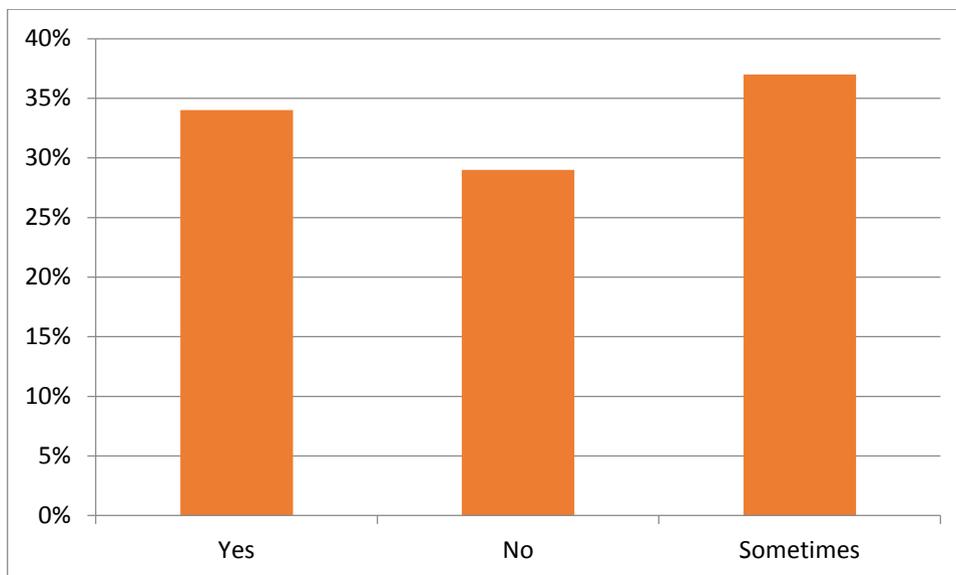
No.of toon / Mascot correctly identified	
All of them	15
Some of them	20
None	0



Interpretation: Out of the 35 respondent 15 were able to identify all the products correctly on the basis of its toon mascot alone which comes up to 43%. Whereas 57% i.e. 20 persons were able to identify some of the products or mascot correctly. The most identified mascot is zoozoo whereas mahrajah was the least popular one.

Q2. Does the Brand Mascot influence you to buy the product?

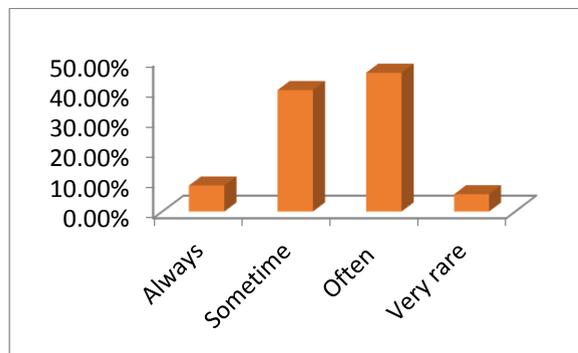
Yes	12
No	10
Sometimes	13



Interpretation: Of the 35 respondents 13 said, that they were sometimes purchase product because of Brand Mascot alone which comes to around 37% of the total sample size. Whereas only 34% were always buy the product because of its brand mascot.

Q3. Do you relate any product with toons?

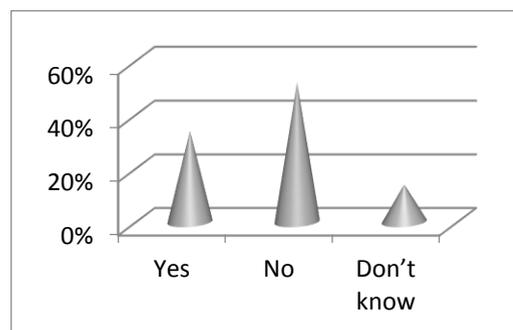
3	Ability of relating products with toons (X Axis)			
	Always	Sometime	Often	Very Rare
No. of respondents (out of 35) Y-axis	3	14	16	2
%	8.57%	40%	45.7%	5.71%



Interpretation: Out of 35 respondents 16 people often related the products with their toon mascots which come up to around 45.7%. Whereas only 5.71% of the respondents very rarely related the products with toon

Q4. Do you think nowadays Brand Mascots are losing importance to Brand Personality?

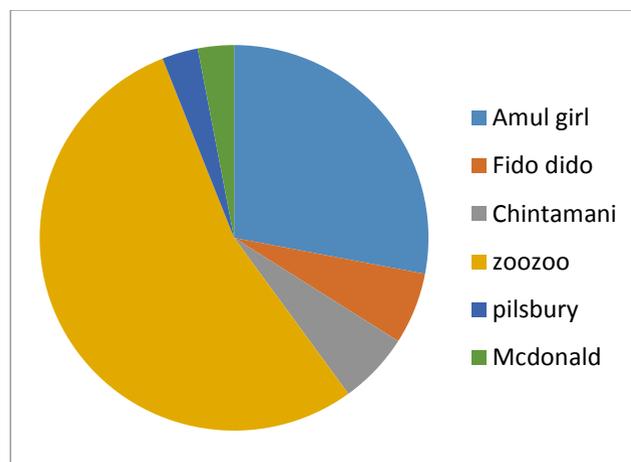
4	Brand Mascots are losing importance to Brand Personality (X-axis)		
	Yes	No	Don't No
No. of respondents (out of 35) Y-axis	12	18	5
%	34%	52%	14%



Interpretation: 52% of the total people surveyed had the opinion that Brand Mascots are not losing importance to Brand Personality whereas 14% had no opinion regarding the same.

Q5. Which is your most memorable toon mascot?

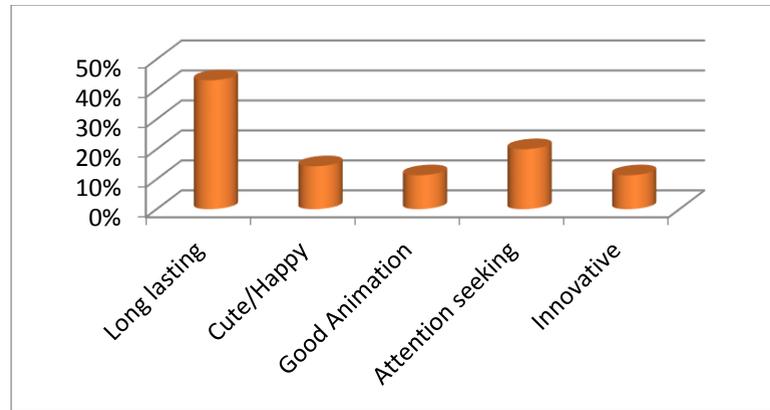
	Most memorable Toon Mascot					
	Amul Butter Girl	Fido-Dido	Chintamani	Zoozoo's	Pillsbury	Mac-donald
No of Respondents out of 35	10	2	2	19	1	1
%	28	6	6	54	3	3



Interpretation: on the basis of the survey conducted 54% of the respondents opted for Zoozoo as their most memorable toon mascot followed by Amul butter girl, Chintamani and Fidodido with 28% ,6% and 6% respectively.

Q6. Why do you think this Brand Mascot (Amul girl) is most memorable one?

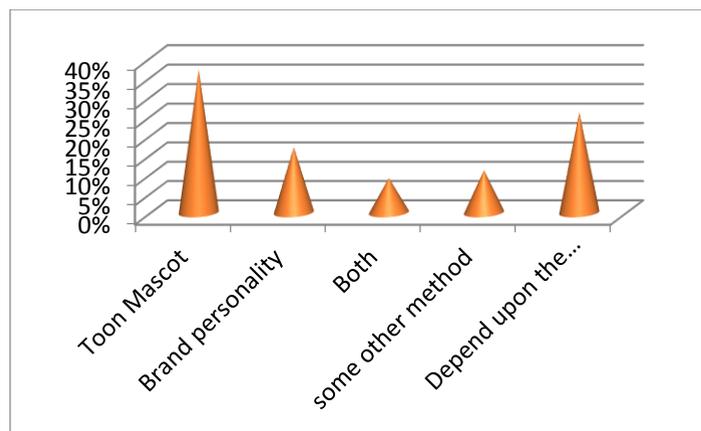
6	Reason for Amul Butter Girl being most memorable (X-axis)				
	Long Lasting	Cute/ Happy	Good Animation	Attention Seeking	Innovative
No. respondents (out of 35) Y-axis	15	5	4	7	4
%	43%	14.3%	11.3%	20%	11.3%



Interpretation: According to the survey conducted Amul Butter Girl is the most memorable toon mascot because it has been in the market since a very long time and also it is very attention seeking because it is always related to the current affairs.

Q7. If you are to launch a new product will you depend on a brand personality or a toon mascot to build the brand image of your product?

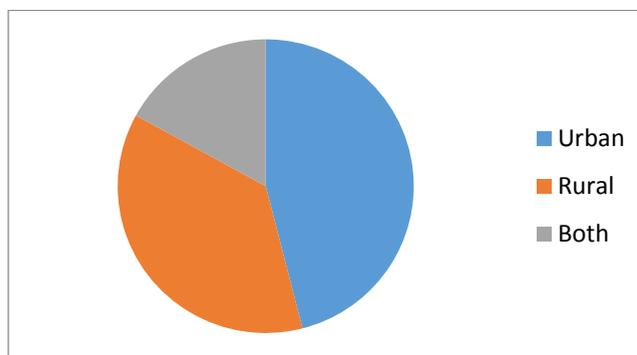
7	Dependence for the launch of new product (X-axis)				
	Toon Mascot	Brand Personality	Both	Some Other Method	Depends On product
No. of respondents (out of 35) Y-axis	13	6	3	4	9
%	37%	17%	9%	11%	26%



Interpretation: 37% of the total population surveyed opted to depend on a toon mascot for the launch of their new product. 9% thought of using both the toon mascot and personality for the launch of their product.

Q8. Toon Mascot is more popular in Rural or Urban areas?

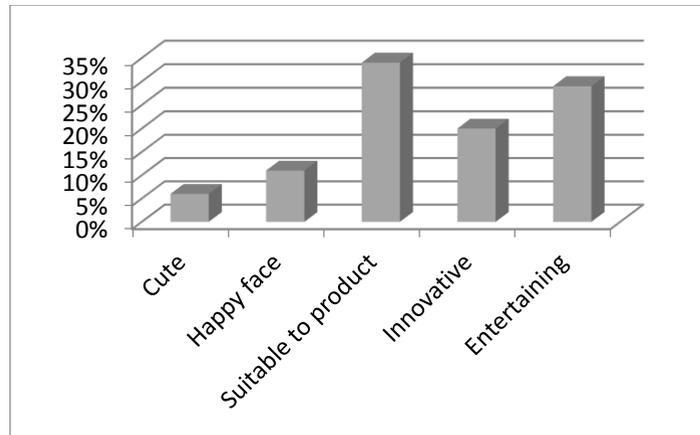
8	Popularity (X-axis)		
	Urban	Rural	Both
No. of respondents (out of 35) Y-axis	16	13	6
%	46%	37%	17%



Interpretation: 46% of the total population surveyed suggested that toon mascots are more popular in the urban areas due to high literacy rate whereas 37% had the opinion of the toon being more popular in the rural areas because they identify the product on the basis of toons.

Q9. What features do you think a toon mascot should possess so as to be remembered over along period of time?

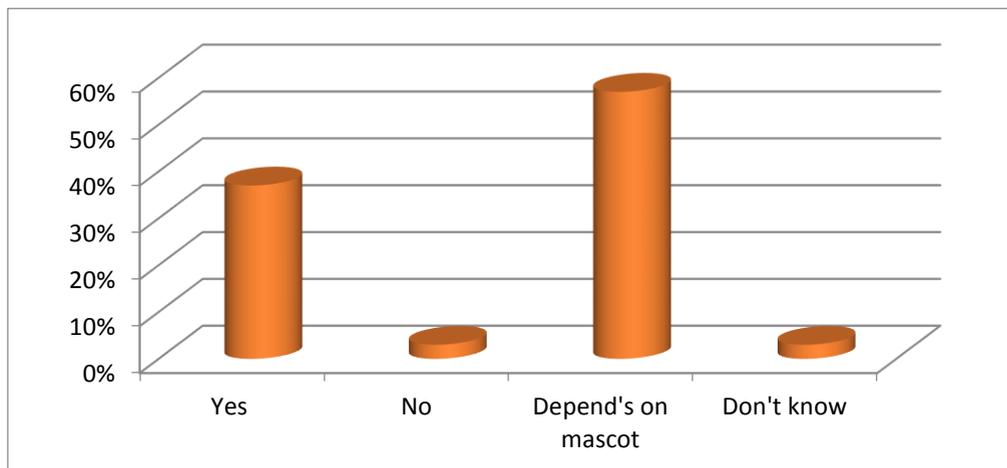
9	Features of toon mascot to make him memorable (X-axis)				
	Cute	Happy Face	Suitable to product	Innovative	Entertaining
No. of respondents (out of 35) Y-axis	2	4	12	7	10
%	6%	11%	34%	20%	29%



Interpretation: 34% thought that the toon mascot should possess the features which are suitable to the product followed by the toon being entertaining and innovative.

Q10. Would you like if the toon mascots are also advertised through clothing, accessories, bags etc?

10	Promotion of Toon mascots through clothing, accessories, bags, etc (X-axis)			
	Yes	No	Depends On Mascot	Don't Know
No. of respondents (out of 35) Y-axis	13	1	20	1
%	37%	3%	57%	3%



Interpretation: 57% of the total population surveyed suggested that the above mentioned promotion strategy should be used depending upon the mascot whereas 37% would really like the promotion of toon mascot through clothing, accessories, bags etc.

Finding & Conclusion

The study done so far in the context of a brand and the special focus on toon branding leads to many important conclusions. In order to facilitate proper comprehension of the same, I illustrate the points as follows:

The Law of Advertising: Once born, a brand needs to actively advertise in order to stay healthy and maintain market share. If done right, advertising is more of an investment than an expense.

The Law of Shape: A brand's logotype should be well designed, in order to fit the eyes.

The Law of Colour: A brand should use a colour and typeface that is the opposite of its major competitor.

Don't neglect Public Relations:

Public Relations, or PR, are vital to the success and survival of any brand. Unfortunately, its value as a brand building tool has more often than not, been undervalued. Newsletters, event and entertainment sponsorships, and other forms of PR help to define the personality of a company or brand, positioning it as a good corporate citizen, and someone nice to do business with. In keeping with India's obsession with cricket. For example, The Zoozoo ads started airing during the Indian Premier League (IPL) 2009, a cricket tournament which was started only in the year 2008. The IPL is already such a rage that Vodafone decided to start airing these Zoozoo's ads in between match breaks to maximize its impact.

Always remember the USP:

A USP (Unique Selling Proposition) is not only what gives the customer a reason to buy the brand, but is also what helps him distinguish the brand from its competitors. A cartoon mascot is a great for a company to build brand recognition through their advertising. Mascots have become the part of our life as we see mascots of various brand companies every day and it helps to create brand awareness about the company. Ronald McDonald is created and catches on to become a national mascot for the chain. The popularity of zoozoo's the white, ghost-like creatures promoting Vodafone's value-added services.

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