



Trade Characters (Brand Character or Mascot)



Types Of Trade Characters
How many can you think of?
List the products they represent.

1. Animal

1. Person

1. Object

An Example.....Mr. Clean



<https://www.youtube.com/watch?v=ABzyx4Qkkxc>

What is he?

Who is his target market?

What is the *product positioning*?

What image does he create for the company/product?

An Example.....the NEW Mr. Clean



<https://www.youtube.com/watch?v=9Jhuvvm0-9F4>

How did he change?

What does he represent?

What is the *product positioning*?

What image does he create?



Choose a TRADE CHARACTER to
analyze with your partner.