















(Brand Character or Mascot)



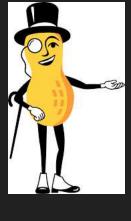














Types Of Trade Characters How many can you think of? List the products they represent.

1. Animal

1. Person

1. Object

An Example.....Mr. Clean



https://www.youtube.com/watch?v=ABz yx4Qkkxc

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=9Jhuvm0-9F4

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.