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# MASCOT

## Monthly Newsletter

Edition 1 | February 2014



Gogo Fish International  
Birthplace of Your  
Favourite Mascot



Think of one of your favourite, most well-known mascots in Australia and we can safely say with some confidence, the mascot you are thinking of was produced right here in Perth, by the creative team at Gogo Fish International.

We have been quietly working with some of the biggest companies in Australia and now its time to let the world know who we are and what we can do for you. For more than ten years our dedicated staff at Gogo Fish International have been producing some of the most recognisable company mascots seen across the nation. Our client list reads like a who's who of the retail industry, Big W, Ikea, Channel 7, Coles, City Farmers, Masters Home Improvements, Inet,

West Coast Eagles and Nestle to name just a few. These iconic companies did not get where they are today by sitting back and waiting for things to happen. No way when they saw a good marketing idea they jumped on it, they're all over it, they want that marketing edge over their competitors that a fun loving over sized company mascot can give.

Marketing isn't just about words. Visual images are compelling and often are

easier to remember than a product pitch.

A symbol that represents your business, such as a logo or mascot, sticks in the customers mind and helps build brand awareness. Often based on people, animals, or objects, mascots enable your target audience to better identify, remember, and understand your company its products and services.

Unlike company spokes people that age, die, have

affairs and do other things that can damage your brand, mascots are ageless brand representatives that help your target audience develop a closer relationship with your products.

They do not ask for raises, take vacations, get sick or get into trouble. In fact, mascots can actually make money for you when they are sold as collectables or toys - think the M&M characters who are sold in their millions each year.

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**CHrActe  
cReatiNS**  
fun ideas....awesome costumes!

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[www.charactercreations.com.au](http://www.charactercreations.com.au)

**GoGoFish**  
INTERNATIONAL



# A Word From the CEO



Gogo Fish International CEO Elisha Baartz.

## The Face Behind Gogo Fish International.

I am pleased to welcome you to our first edition of the Mascot Monthly our new magazine aimed firstly at giving you an insight into our crazy world of mascot production I say crazy in the nicest way but readers who work in any creative industry will tell you creative people are a little weird at the best of times. As well we'll show you the advantages and great times a mascot can deliver for your company, with actual real life stories that our current clients have passed on to us.

Have you ever noticed as soon as a mascot appears at any promotion or event a crowd instantly forms around them especially children.

If your target market is the young at heart a cute or cuddly or funny mascot is sure to attract people and make them feel good about your brand. They'll be lined up to have their photo taken with your mascot and then show it to their friends - that alone is worth its weight in marketing dollars.

**"I am proud that our mascots are still Australian made as it shows we will not compromise on quality. I have an absolute passion for what we create and so do my team."**

Our Gogo Fish International team come from such diverse backgrounds as stage/theatre, marketing and promotion plus small business management.

All three elements combine to give the client the

experience and professional advice to achieve the desired outcome for their company in a friendly hassles free manner. We will listen to your thoughts and ideas and then take those and expand on them all the while keeping you

our client fully informed as well as having direct contact with the production manager and creative team working on your mascot.

Australia is recognised around the world for its quality of products and

workmanship and Gogo Fish International mascots are no exception, all our mascots are lovingly hand made using the best quality materials available.



## Singapore Expo 2013



The Gogo Fish International Booth at FLAsia 2013.

The Gogo Fish International marketing team comprising CEO Elisha, Marketing manager Michelle and Production manager Catherine along with Gogo Gordon the Gogo Fish International mascot descended on Singapore for the 2013 FLAsia Business and Franchise Expo one of the biggest and busiest Expos held in Singapore each year, and the response was over whelming.

Gogo Gordon was a huge hit with the public and drew large crowds every time he appeared, all asking to be photographed with him.

The number of genuine inquiries by companies wanting further information on procedures required in producing a mascot, costs, timelines and the benefits to their company left the ladies exhausted at the end of each day.

However the upside of the three day event was the Gogo Fish International booth received rave reviews for its presentation and display and the contacts and quotes arising from the event are turning into genuine work for the production team back in Perth.

All in all a very successful overseas adventure.



**"We have been told that we create amazing mascots and that our service to customers is second to none, now we are fully equipped to take on the world!"**

Mascots communicate your brand like no other marketing tool.

