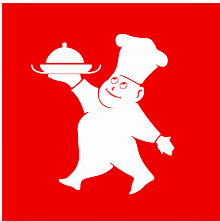
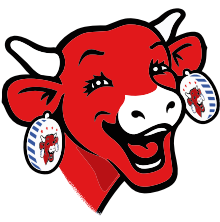
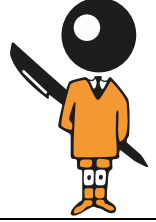
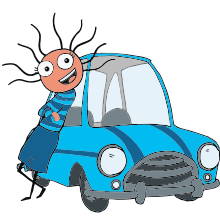
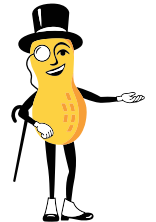
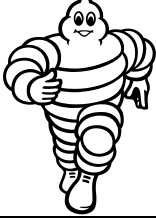


## Brand Mascots 01

Manufacturers and service companies often advertise with mascots. Do they work? How many of the mascots below do you recognise? What products or services do they represent?

|                                                                                     |                                                                                     |                                                                                      |                                                                                       |
|-------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------|
|    |    |    |    |
| Little Chef – Charlie - a defunct chain of roadside restaurants                     | Laughing Cow - the UK's most popular cheese triangle brand                          | Hofmeister Lager                                                                     | Nesquik brand of food products - Quicky                                               |
|    |    |    |    |
| Little Green Sprout - Green Giant frozen and canned vegetables                      | Colonel Sanders KFC – fast-food outlet                                              | Ronald McDonald - fast-food restaurant chain                                         | Pillsbury Doughboy – former advertising mascot for the Pillsbury Company              |
|   |   |   |   |
| Bic - ballpoint pens                                                                | Coco the Monkey - Kellogg's Coco Pops Breakfast Cereal                              | Monopoly Board Game - Milburn Pennybags                                              | Bisto Kids - brand of gravy                                                           |
|  |  |  |  |
| Tony the Tiger - Kellogg's Frosties Breakfast Cereal                                | Pringles - stackable potato-based chips                                             | confused.com - Cara                                                                  | Planters nuts - Mr Peanut                                                             |
|  |  |  |  |
| Bertie Basset - Bassetts Liquorice Allsorts                                         | Michelin Tyres - Bibendum                                                           | Tetley Tea Folk - Gaffer                                                             | Haribo - confectionery company                                                        |