

# Start Building **YOUR** Character Today

*Make your character into a plush toy for added impact!*



## **WHAT "CHARACTER BRANDING" CAN DO FOR YOU:**

- » Personifies your brand and brings it to life
- » Creates goodwill and an ongoing relationship with your audience
- » Increases advertising recall (typically by double digits)
- » Helps you stand out in the marketplace

## **Develop a Marketing ICON**



## **AMERICA'S FAVORITE AD ICONS:**

- » AFLAC Duck
- » GEICO Gecko
- » MetLife Snoopy
- » Charlie the Tuna
- » M&M Talking Candies
- » Seatbelt Dummies
- » California Raisins
- » Kool-Aid Pitcher
- » Tony the Tiger
- » Michelin Man
- » Smokey Bear
- » Mr. Peanut
- » Mr. Clean



*When you're ready to take your business to the next level, call Artistic Toy!*