



Frequently asked questions and all other little details.

## What are the benefits of a character mascot?

A beautifully made character mascot elicits an emotional response in the consumer that no other form of marketing can match; after all you can't cuddle someone with an email!

Not only are they popular in the press, blogs, print and digital formats, it's the direct response (usually with a huge smile) that raises awareness in both children and adults alike.

A celebrity endorsee can come and go, some even drop off a cliff every now and then, so to speak, but a character mascot creates a fun and fantasy environment that you fully control ensuring you maintain your brand integrity, as long as you chose your supplier wisely of course.

## Can you design my character?

Yes we can, usually we take a brief, no matter how simple, and look at what character you want and what you want to achieve, run, dance, perform on stage etc.

Most clients have an idea of what they want based on their industry, maybe their logo, some even have their own corporate character they want to develop, we translate all these into incredible working character mascot costumes and provide drawings in either 2D or 3D.

## Do you offer free drawings?

Yes we do, at our discretion, offer a free 2D drawing of your character from our Professional range of mascots,

We do not offer this service for our Theme Park range as we supply 3D software design drawings as standard once you have agreed to place an order.

We generally like to know if you are serious though or we tie up an incredible amount of studio time on unpaid work, and, it's not very nice seeing our drawings being used by a low cost supplier making a cheap version after we have lovingly created him, her, it or what for you!

Therefore all drawings remain our copyright until an order is placed, once agreed, we hand over all rights to you as the owner to do as you please or we reserve the right to invoice you for the design service, and we think that is only fair?

## **But will it fit?**

Yep of course, we manufacture our mascot costumes to ensure it fits your performer exactly, we trial and test every single aspect at each stage of the manufacturing process to ensure it's a perfect fit so that your mascot costume works straight out of the box.

All you do is tell us the performers measurements and shoe size, the same way as buying a suit.

Many companies offer an off the shelf version, these are OK but you are more limited as someone that is 1.6m tall and size 5 feet will not be able to work efficiently if the mascot works for someone who is 2m tall and size 10 feet.

## **Will it be too hot?**

We incorporate an internal cooling fan into the head for every design we possibly can, enabling your performer to operate longer without breaks.

A set of four AA batteries or 9v version will last around four hours of cooling time which is plenty of time for a performer along with taking breaks.

We also supply our brilliant cooling vests.

We have supplied mascots that need to work in the intense heat of Africa, the Caribbean, Australia and for football teams across Europe that need to work in extremely hot conditions in stadiums and at various events.

Just make sure your performer takes breaks, drinks plenty of water, has spare batteries and it will be perfect.

Always avoid padded duvet or cushion style heads though, these are incredibly uncomfortable, your performer will perspire profusely, which is also unhygienic, and you will only be able to use your mascot for a very short burst, negating the overall effect and reducing the lifespan.

## **How much will it cost me?**

Our Theme Park Range starts at £2,500 depending on the level of animatronics and complexity of design, the average price is £3,500 - £4,000.

These are simply world-class mascot costumes; the level of detail is incredible and with care will last ten plus years offering a fantastic return on investment.

These are 3D designed and cad/cam engineered so we supply an exact replica of your character, so whether you want one or one hundred, each one will be exactly the same.

Only the finest materials are used, resin formed eyes and irises and vac formed teeth and finger nails, parade style shoes, it is through this range we can incorporate blinking eyes, flapping wings, LED lighting and animatronics.

Our Professional Range starts at around £1,200; this range is the most popular with retailers and brands wanting something that represents their ideas without breaking the bank, these are mainly used for product launches, exhibitions and for clients requiring less detail in the final design.

These are 2D designed.

A simple analogy is our Theme Park Range is the Rolls Royce and Professional Range the BMW version.

## **Oh but It's out of our budget?**

Talk to us, we are a very friendly bunch and if we can meet your needs budget wise without sacrificing our quality, we always promise to try our very best, and we do of course offer discounts for multiple orders.

We have grown up with leading brands globally and plan to be around a long-time, we want to work with you in partnership for the long-run in creating exactly what you need so you come back with repeat business, and we do it with honesty, fun, transparency, humour, a lot of laughs and always a smile!

And remember, you need your character mascot to leave a sense of warmth, happiness and enjoyment in your target audience mind-set, a cheap and badly designed mascot remains in the memory for just as long but destroys any brand integrity you have built.

## **But I've seen your mascots advertised elsewhere at very low prices?**

No you haven't, sadly we live in a world of plagiarism, what you have seen is our mascot designs and photos being used by unscrupulous suppliers masquerading as manufacturers, usually from China whereby no copyright laws exist.

We do try and monitor this annoying situation and seek legal removal of our stolen images, however, you can be assured that absolutely no one apart from us, manufacture everything you see on our site.

And should you be fooled into buying one elsewhere, what you end up with is nothing like the photo.

## **But I've seen mascots advertised for £500 how come yours are so much more expensive?**

Your right, you've rumbled us!

Nah seriously, these £500 mascots are the next step in fancy dress, there is no doubt they do a job but it's only when you conduct a direct comparison you will see how ours work and they won't, that can only be measured by peoples reactions and emotions, their look, feel and the inevitable wow and ahhh factors.

## Do you price match?

We probably know of every professional mascot manufacturer in the world, we know their strengths and weaknesses and we are happy to look at price matching with supporting evidence.

We also know a lot of companies say they can supply mascots that match our quality when clearly they can't, so we do reserve the right challenge those, but we do it with a smile and always offer to help you if we can.

If something is a lot cheaper, there is usually a reason and you cannot buy a Ferrari with a Fiat budget, not that there is anything wrong with Fiat's of course!

## Do you offer an "off the shelf" mascot?

No we don't, but if you need one and for those with a smaller budget please click through here.

[www.mascotsuk.com](http://www.mascotsuk.com)

## How long does it take to make?

We generally need 4-6 weeks from sign off of final design; however, this will depend on the complexity of that design.

If your order is time critical, we do have the ability to add shifts at the factories reducing this lead-time to as little as 2 weeks, there is an additional cost for this so please enquire at the onset to ensure we understand your deadlines.

It also depends on seasonality, as we supply globally, when one country goes quiet, another may go crazy due to the weather, a major sporting event, Olympics, World Cup etc so always discuss your needs long before you really need it if you can, it will save you money on manufacturing and shipping.

## Will you deliver it?

Of course, we deliver globally, everywhere and anywhere and we use all the main carriers such DHL, FedEx, TNT, UPS as well as local agents, we will supply you with a delivery cost when we quote depending on the volumetric weight of the shipment and your country location.

## How do I care for it?

We supply care instructions with every mascot and offer guidance on all aspects of its care. You will get a wheeled transport/storage case with your mascot for the Theme Park range, details of which are on the website.

We provide a carry bag with the Professional range but you can upgrade to the wheeled version when you place your order for £75 plus VAT.

In certain cases with expensive animatronics, we will build you a flight case as part of the service.

In the UK we also offer a “spa” day for a refresh of your mascot and provide simple repairs and replacement parts.

## **Do you offer any guarantees?**

Of course we will look at a no quibble guarantee providing the mascot has been cared for correctly, for any general defect, which hardly ever occur, we will repair for you.

We have also had clients that have used our mascots for stunts in TV adverts along with bungy jumping off bridges, having fisticuffs at rugby matches therefore ripping the costumes to pieces, which negates any possible guarantee we could offer, therefore we ask that you remain sensible in any request as we hate to offend.

We always suggest you brief your performers and ensure they remove the mascot costume with care and attention, if it's dropped on the floor or gets oil or paint on the material, there is very little we can do.

Very detailed photos of every aspect are taken in the studio prior to being released for shipping so we log information to compare any damage and quantify if it is indeed a defect or has it become stained, damaged or marked through poor care and attention?

We understand that you are paying a lot of money that demands the best quality available; but you should brief your performers to ensure that they take adequate care of your asset.

After all, it is a garment and you would not buy a wedding dress to go rock climbing!

## **Can we see samples of your quality before we commit to a purchase?**

Of course, our UK head quarters has a showroom, offices, photo studio and is the nucleus for our international offices globally, anyone is more than welcome to visit at anytime.

We love hosting clients and our surroundings are somewhat very beautiful next to the New Forest National Park.

We are located near the South Coast and very close to Bournemouth International Airport and 20 minutes from Bournemouth train station with direct trains from London Waterloo, we will always collect you from either.

Our lovely and friendly sales people who are located throughout the world also have sample products to demonstrate the quality of our mascot costumes.

## Can you make Character Licensed products?

Yes we can, as long as you have the permitted rights from the license holder or the license holder places an order direct.

We do not manufacture or offer licensed character mascots costumes for sale on our site, this is in direct breach of the license holders copyrights and we suggest you do not purchase one as you could face prosecution.

You may find these on offer through eBay and Alibaba, these are very low cost Chinese versions that are also made using poor quality materials and furniture foam.

It really isn't worth a lawsuit and the damage that this would do to your business or brand without seeking the correct permissions at the onset.

If you are the brand license holder, talk to us, please let us amaze you with the quality of our mascots which are seriously second to none, and our prices are even better than you might think compared to a couple of our competitors, nudge, nudge!

## Who do you supply?

Only the biggest companies on the planet that's who!

No really, it doesn't matter if you're a global player or a one man band, every client has our full attention in delivering something that makes you proud to own.

The list really is endless, TV and film production companies, advertising agencies, PR companies, football, rugby, baseball teams, sports clubs, theme parks, holiday attractions, retailers, brand owners, shopping centres, charities, schools and universities to name a few, when we say the list is literally endless, the list is literally endless!

## Do you supply performers?

No we don't, as we are located globally we cannot offer this service at this time.

## Do you hire mascot costumes?

Yes we do but only in the UK, please go to [www.mascotsuk.com](http://www.mascotsuk.com) for further information.

## I've lost a shoe?

No problem, we can replace parts easily, just drop us a line.

## Where are they made?

We have two factories each specialising in either the Professional Range or Theme Park Range.

These are located in Europe and Asia (Turkey).

Each of our global offices is connected through our centralised online management system whereby we can see exactly at what stage each project is and updated in real time.

In our UK head office we are connected via video conferencing direct to our factories, ensuring that communication and quality is assured throughout the process.

Huge investment in technology has been made at the factories enabling us to offer world class manufacturing facilities in 3D design, Cad/Cam engineering, vac forming, animatronics, printing and 3D printing all in house to provide the best quality mascot costumes available.

## Ah but what about China?

NO, we don't make any mascot costumes in China, seriously, we don't and wouldn't. Please do not even think about it.

We do however have our cuddly plush toys manufactured in China to CE Certification as that is what the Chinese do best, bulk and volume, but all managed creatively and professionally by us.

## Legals?

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If you copy anything from our website without asking first we will be really annoyed, we may even ask our people to have a word with your people.

## Anything we've missed?

Just give us a call; we'd love to hear from you.

Please call Mascots-inc on +44 (0) 1202 872333 for further information.  
[www.mascots-inc.com](http://www.mascots-inc.com) [hello@mascots-inc.com](mailto:hello@mascots-inc.com)