

Use of Indian Food Mascot Design as an Advertising Tool in Maintaining and Growing the Brand Name

Authors : Preeti Yadav, Dandeswar Bisoyi, Debkumar Chakrabarti

Abstract : Mascots provide memories to viewers, and numerous promotional campaigns with different appearances, continue to trigger viewers and capture their interest. This study investigates the effect of Indian food mascot designs and influence on enhancing communication; thereby, building long-term brand recognition by the consumers. This paper presents a descriptive approach to Indian food mascot design as an advertising tool, and its research adopts a quantitative methodology. The study confirms that mascots have an ability to communicate a message in an effective manner; all though they are simple in terms of design and fashion trend, they have the capability to build positive reactions.

Keywords : food mascot, brand recognitions, advertising, humour

Conference Title : ICCVAD 2018 : International Conference on Communication, Visual Arts and Design

Conference Location : London, United Kingdom

Conference Dates : March 15-16, 2018