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FORTUNE

SMALL BUSINESS

Mascots That Sell

While working for the Chicago marketing firm Mauge, Inc., my partner and I created a mascot (“Mascot Makeover,” October) for Shell Vacations Club, an independently operated time-share company. Our client needed a character that was synonymous with the customer service side of its business and could help club members navigate the confusing landscape of the time-share industry.

We came up with Buddy the Beach Ball, a playful, slightly goofy guy with the point of view of a consumer who had recently made a purchase. He’s there to say, “I just did this myself. You’re going to love it.”

We have animated Buddy for an interactive presentation. He has turned into something of a celebrity in the industry, which, of course, makes me feel like the proud parent of a beach ball.



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