

# CREATION PLAN

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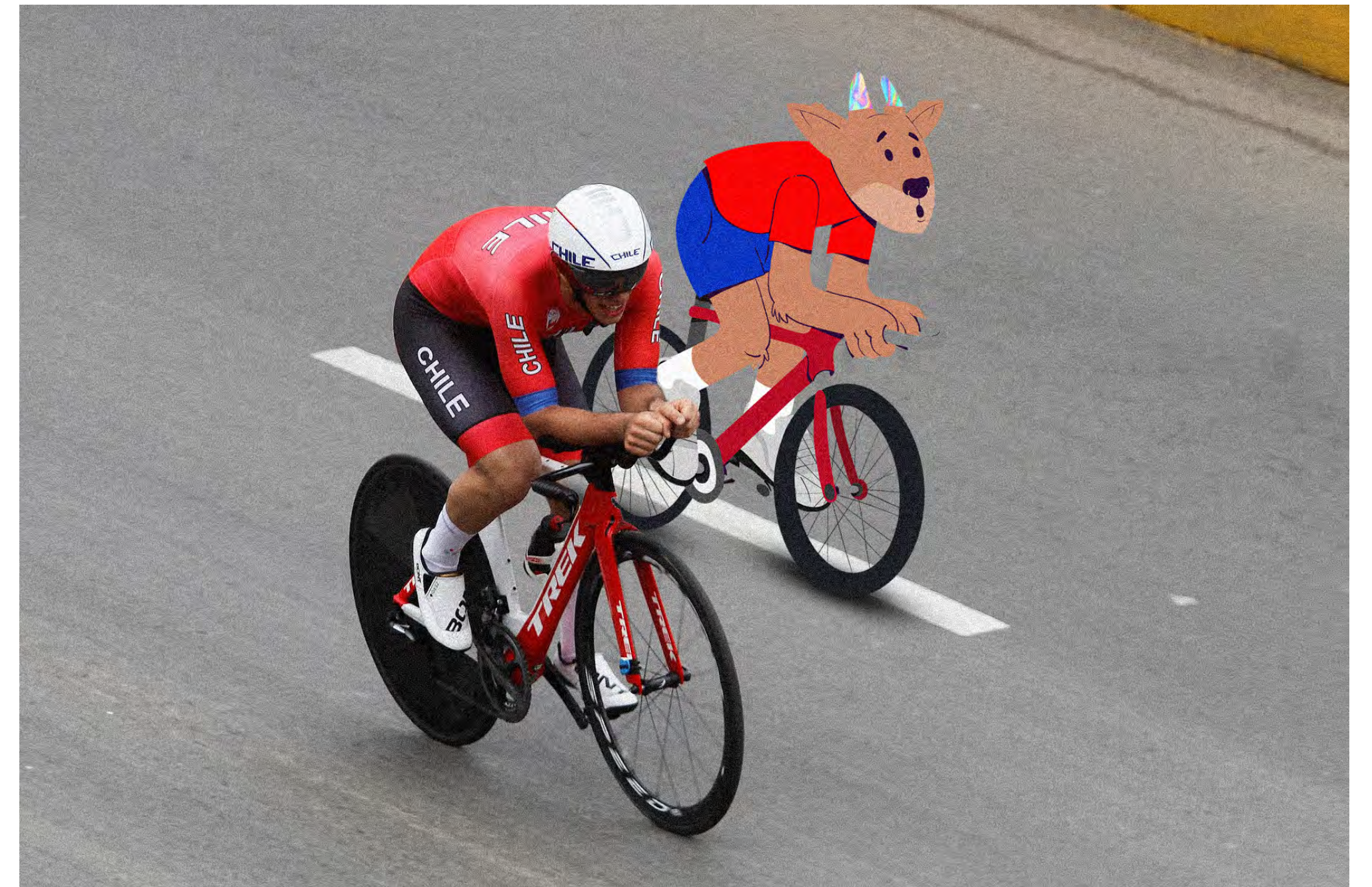
## TEAM CHILE`S OFFICIAL MASCOT





# 1. INTRODUCTION

This document summarizes, in an executive manner, the process, of creating the “Team Chile Official Mascot”, a project carried out between June 2020 and May 2021 by the Communications, Marketing and Community Relations teams of the Chilean Olympic Committee.



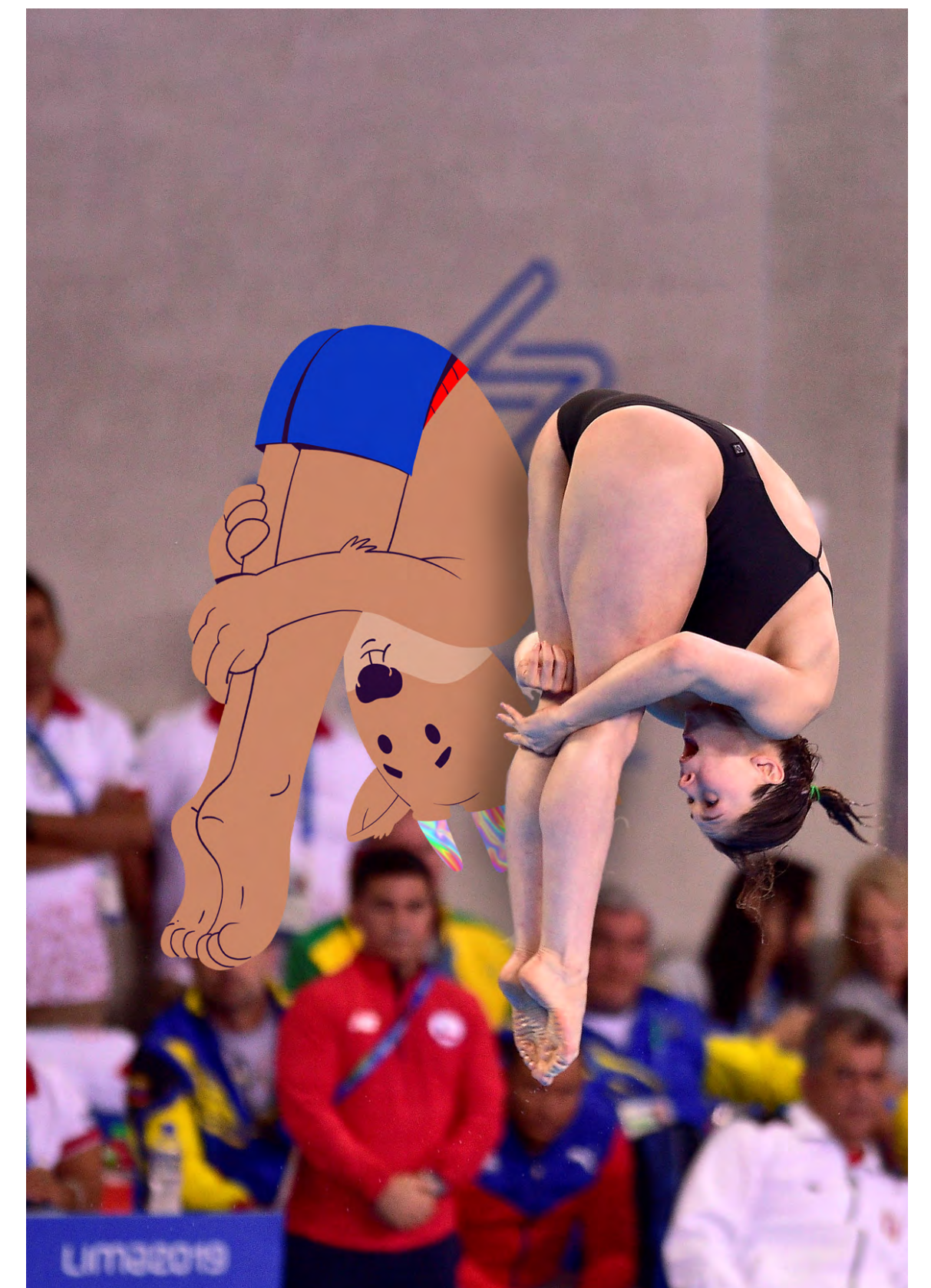


# 2.

## MOTIVATION

Team Chile is the “Chilean Nation Team”, and as such, has the singularity of including athletes from a wide variety of disciplines. This has many communicational benefits, such as the diversity of backgrounds and profiles within the group, but it also represents some difficulties, such as finding elements that bind the group as a whole regardless of their differences.

Additionally, we have detected the importance of having new communication tools that allow us to address fundamental elements of Olympism that are not exclusively contained in competition or high performance: the values of Friendship, Excellence and Respect. We feel that it's necessary to enhance the work that the Chilean Olympic Committee and Team Chile do in their connection with the community through the communication of those Olympic values, especially targeting a child-youth audience, seeking that the virtues of sport cause a real effect on their personal growth process.





# 3.

# INVESTIGATION

Based on these motivational elements, we decided to investigate the figure of sports mascots and how they impact their communities, how they create new lines of business and how effective they are in generating links between the athletes.

With this in mind, we developed a benchmarking process, where we analyzed the relevance of mascots for different commercial brands and the particularities of those created for a sports team. We found that the sports leagues in the United States and Canada have the best developed mascots, even creating a Hall of Fame for the most beloved ones, not only by a particular fan base but throughout the country.





# 3.

## INVESTIGATION

Another interesting focus of analysis was the different divisions within English Football League, in which it is also very common for teams to have an official mascot. Sometimes they are based on more traditional exercises, in relation to the club's crest or nickname with which it is known, and other times with much more creative approaches, seeking to challenge some conventional standards.

Finally, we aimed our research toward the mascots created for the different editions of the Olympic Games. Here we also found a great diversity of approaches, but all of these are great examples of transforming the official mascot not only into a branding element, but also into a vehicle to communicate different objectives and stories that, otherwise, each event would have greater difficulties to execute.



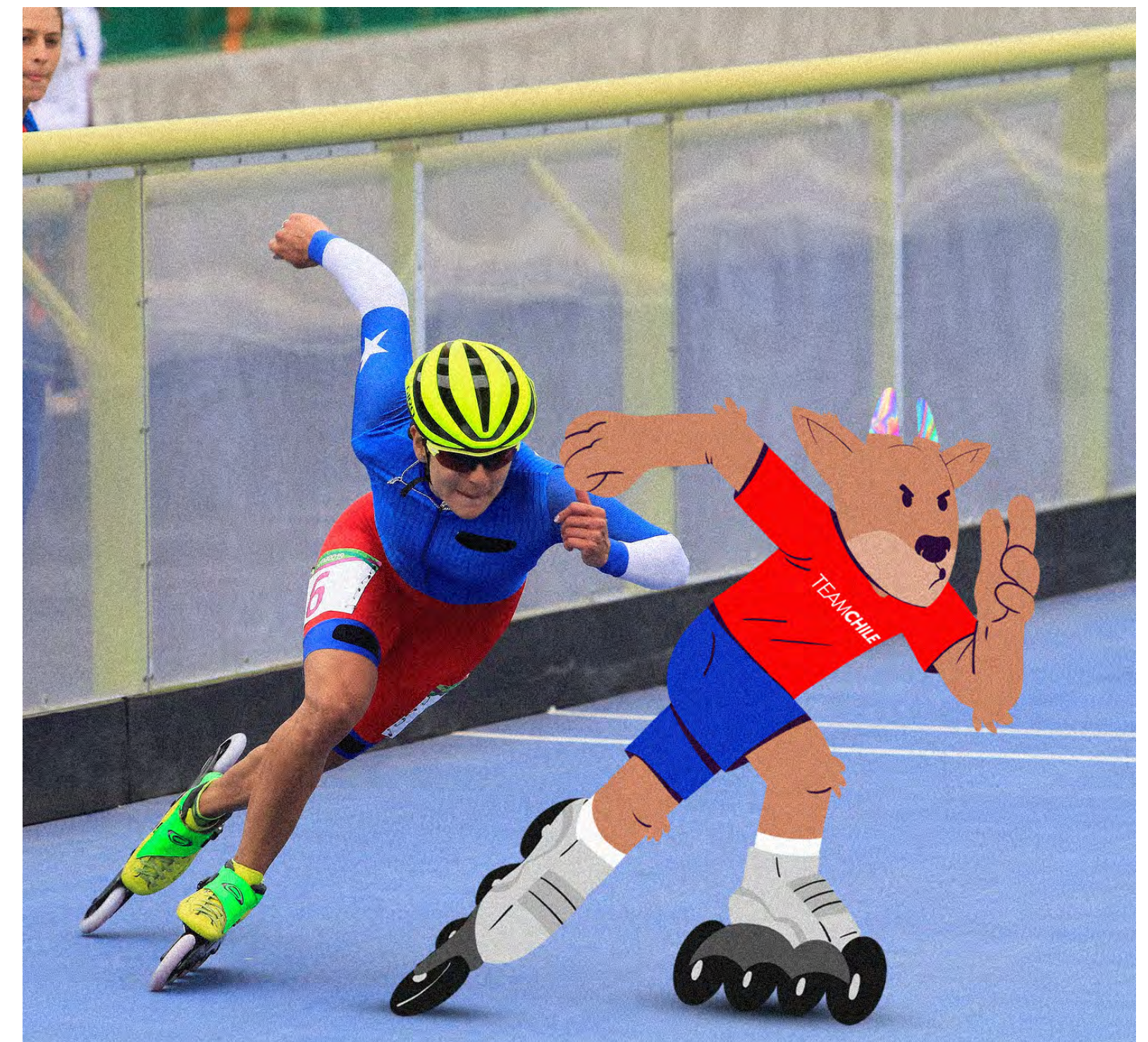


# 3.

## INVESTIGATION

This benchmarking also allowed us to review the most diverse shapes and designs that mascots around the world present. We were able to observe that, in general, mascots that are inspired by animals perform better in terms of generating sympathy and delivering a visually appealing style of body shape.

Finally, the investigation did not provide us with any further information on national Olympic teams that have decided to create an official mascot.





4.

# FEATURES AND BENEFITS

Once the research process was concluded, the teams involved were able to identify the main characteristics of properly developed sports mascots and what the benefits associated with this asset are.

## Features:

- The mascot appeals to positive emotions. It does not seek to intimidate the rival; it seeks to generate an atmosphere of joy around the sport.
- To achieve its goal, the mascot must be unique, one hundred percent original. This way you can differentiate yourself and not share your positioning with other similar characters.
- It is a metaphor for the values of your brand.

## Benefits:

- The mascot allows you to make certain conversations friendlier with your different stakeholders.
- Extends the possibility to tell stories.
- It can be an educational tool.
- It is a very effective channel to reach a young audience.



# 5.

# OBJECTIVES

Taking all of the above into consideration, the decision was made to move forward with the process of creating the Team Chile Official Mascot, which had to collect the elements that originally motivated our research:

- To be a new symbol of union between all the athletes and disciplines of Team Chile, increasing cohesion among all its members and enhancing the feeling of belonging and community that has been built around our Olympic team and its brand.
- Be an effective tool to connect with the local community and transmit the values of Olympic sport, especially to children and adolescents








# WORK PROPOSAL

Once the objectives were defined, we developed a work proposal (briefing) that was shared with six advertising and design agencies. In this proposal we were able to define the practical aspects of creating the mascot, such as deadlines and budgets, but also the range of creation was delimited, both in terms of design and narrative (storytelling).



## **The most relevant aspects were:**

- This mascot must be capable of practicing all the sports that make up Team Chile, something very important to take into account when thinking of the design: including very complex shapes means a body with little mobility, and a body with little mobility can't do all sports.
- It must be based on an animal or some fictitious element, not a person. This consideration was made especially with gender issues in mind. We were not looking for a mascot that was easily associated with a man or a woman, instead we felt it was necessary to aim for something more "gender neutral".
- It must be unique, associated only with Team Chile.
- It must enhance our relationship with a child-youth audience.
- Consider that this will be a brand asset "for life", so it must be versatile and appealing.





# PRESENTED ALTERNATIVES

After the briefing was presented to the agencies, five of the six initially contacted decided to participate in the project, each presenting three mascot alternatives that met the specified parameters.

The objective, knowing that hardly one of the proposals would be "perfect one", was to identify which agency was closer to what we expected and then ask for some changes to the designs presented.

**Below, the mascot designs presented by each of the agencies:**





# AGENCY1





# AGENCY **2**



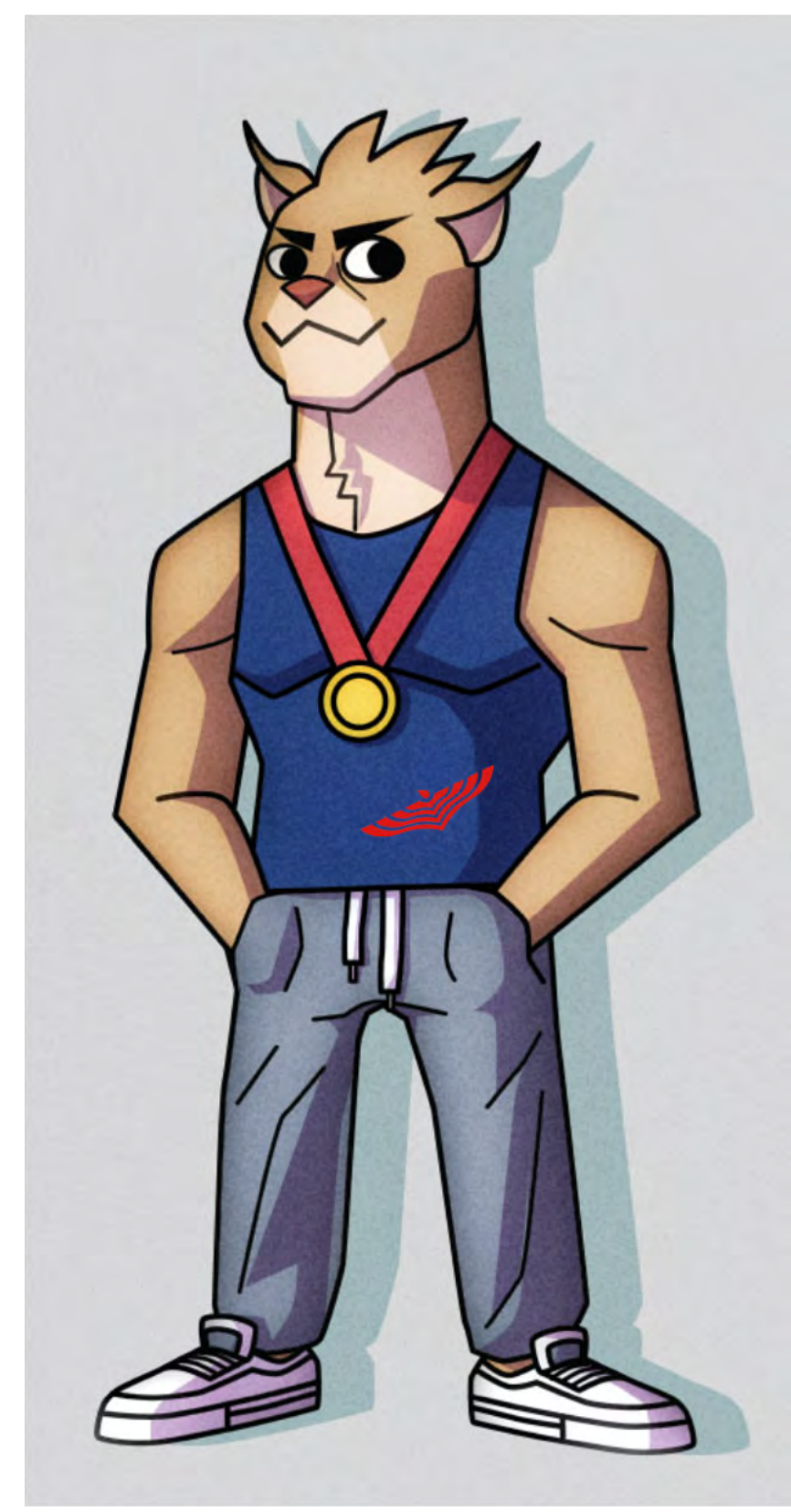


# AGENCY3



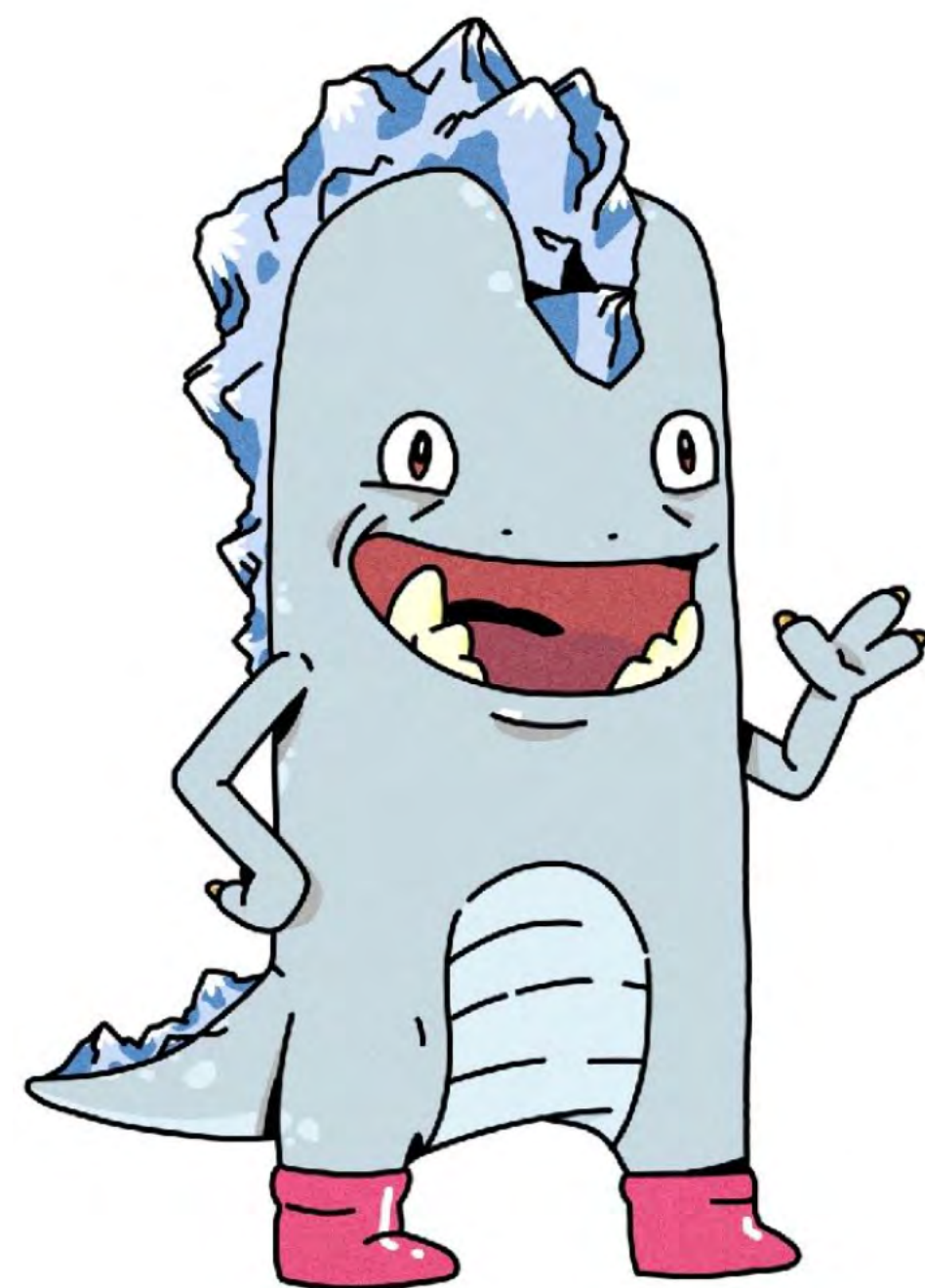


# AGENCY4





# AGENCY5







# **PREFERRED CHOICE AND FOCUS GROUPS**

After the presentations were made, we decided to work with Agency 3, rescuing some distinctive elements of their design proposals, but especially the narrative characteristics that were close to the two main objectives of the project. In addition, a request was made to modify the third design alternative, seeking to reach the next stage of the project with three satisfactory proposals.

After this modification two Focus Groups were organized, which were attended by Directors of the Chilean Olympic Committee, Federation Presidents and / or Athletes from Team Chile.

The objective of this meetings was for them to get to know the project and to be able to give us their opinions on the three alternatives: what they liked, what they didn't, what was missing, what design elements should be taken in consideration for the final character, etc.

Both Focus Groups were very enriching instances, since we were able to hear different feelings regarding each of the proposals, but also, we were able to detect some common elements and opinions to continue into the next stage and take some final decisions.



# 9.

# CHARACTER AND DETAILS

Most of the participants in the Focus Groups declared that they prefer the mascot “Dupu” over the other two alternatives, coinciding with the analysis carried out internally by our teams. Our decision was based primarily on:

- The pudu is a typical animal of our country.
- It's not associated with any brand or any particular sport.
- It's easy to provide a friendly personality.
- It's not an animal associated with stereotypes of “attributes” incorrectly associated with masculinity, so it helps us project gender neutrality.
- In its design, Dupu is endowed with “magic horns”, an element that will allow us to get even closer to a child audience and which at the same time will be a great narrative resource.

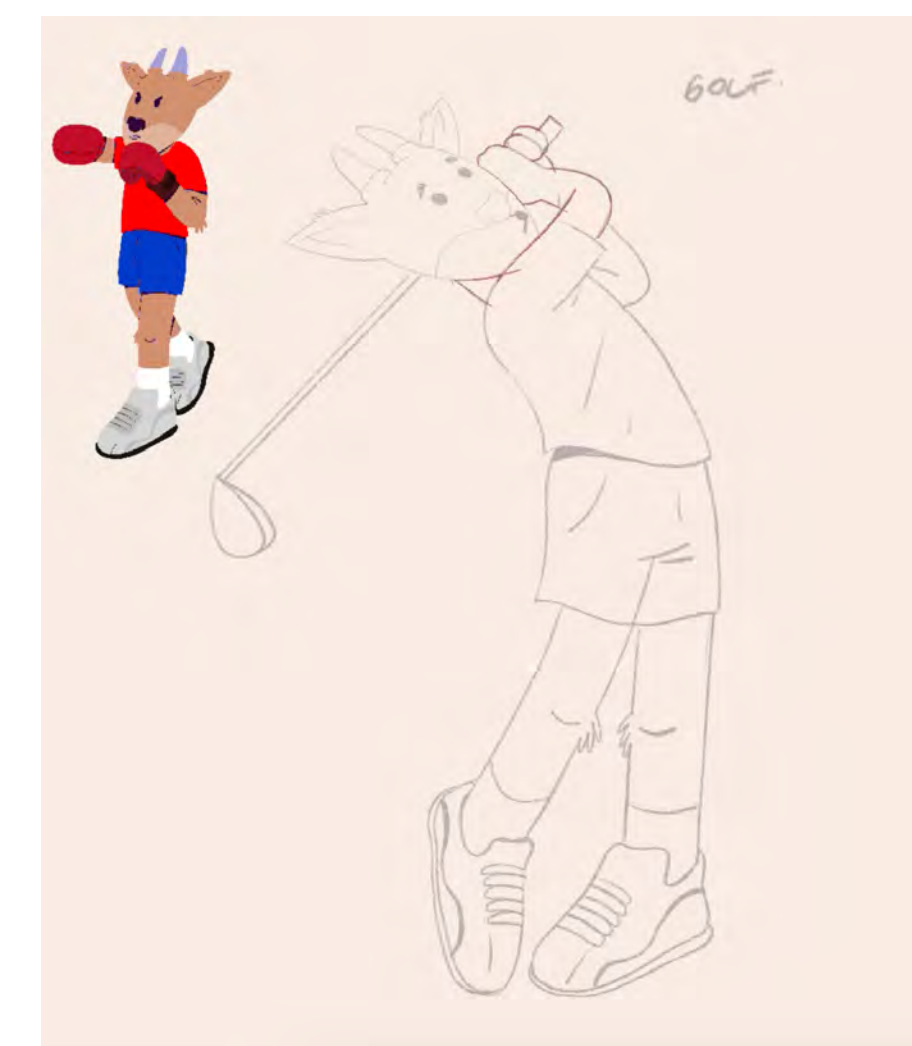
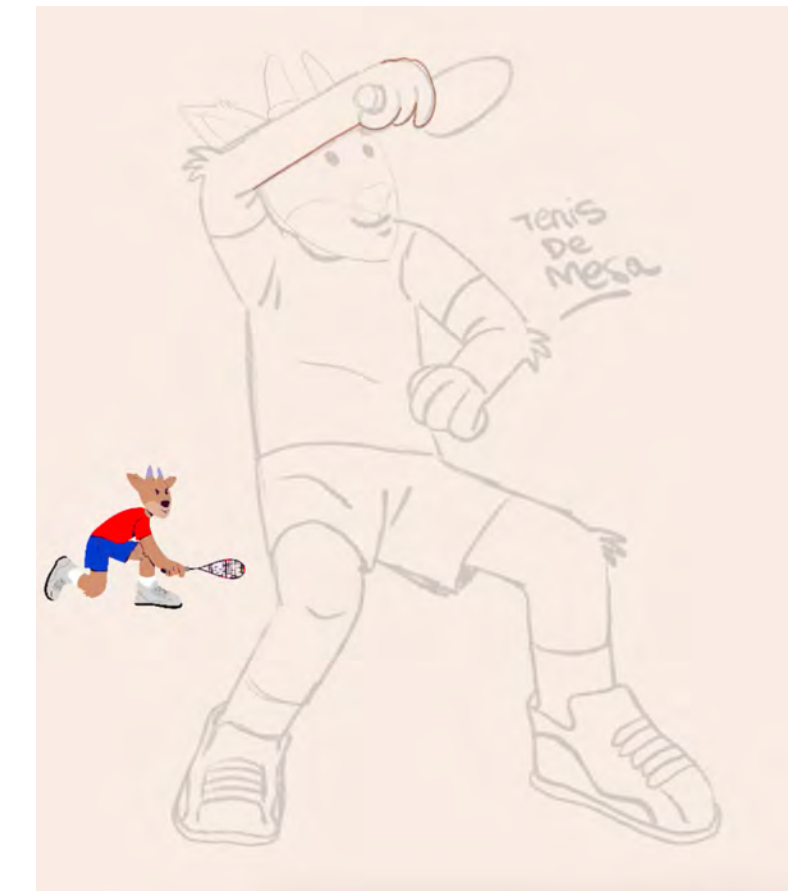
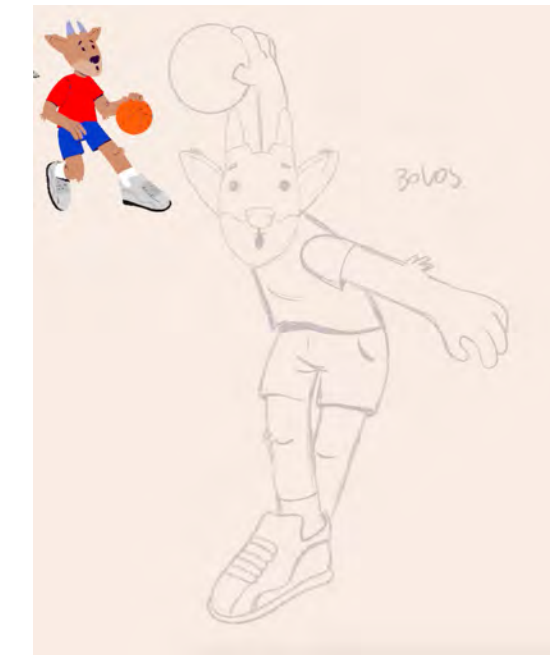




# 9.

# CHARACTER AND DETAILS

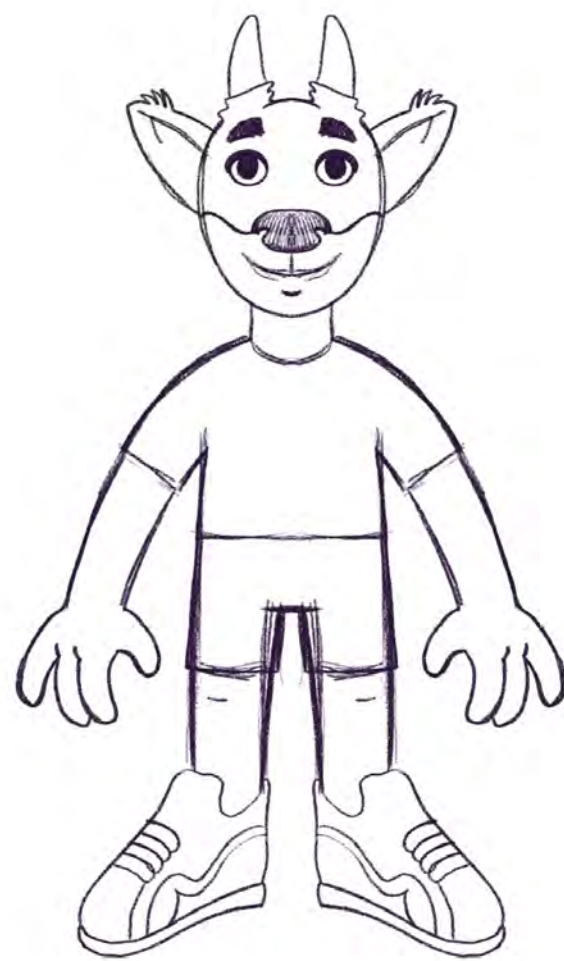
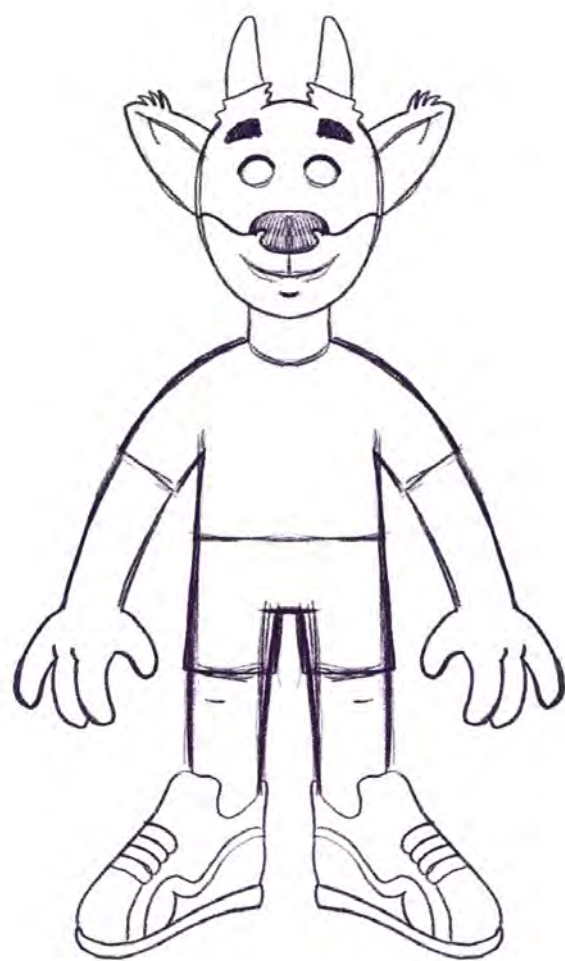
However, during the Focus Groups we received some opinions regarding the "strength" and "personality" that the final design of Dupu had to project. With this in mind, we worked alongside the agency to enhance certain attributes that were closer to a powerful character, but without using male stereotypes or excessive force or aggressiveness.



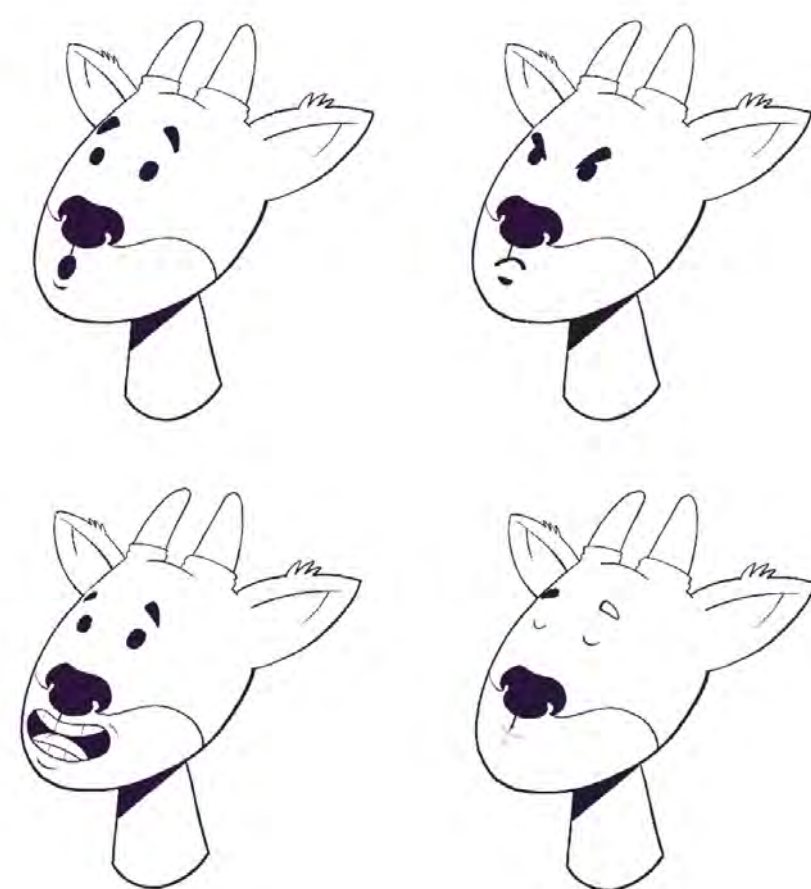
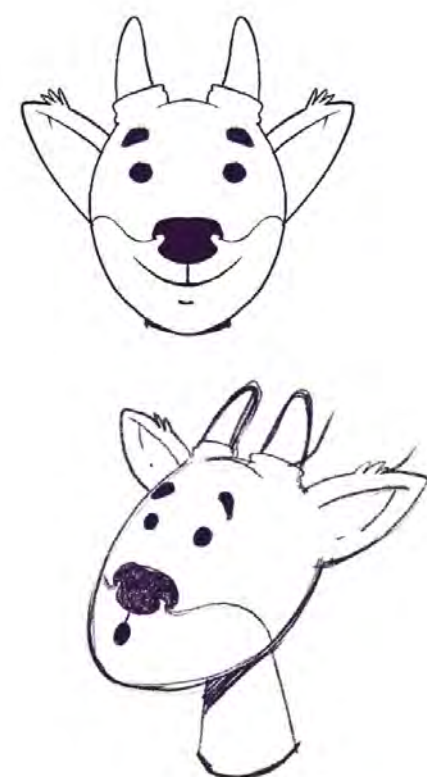
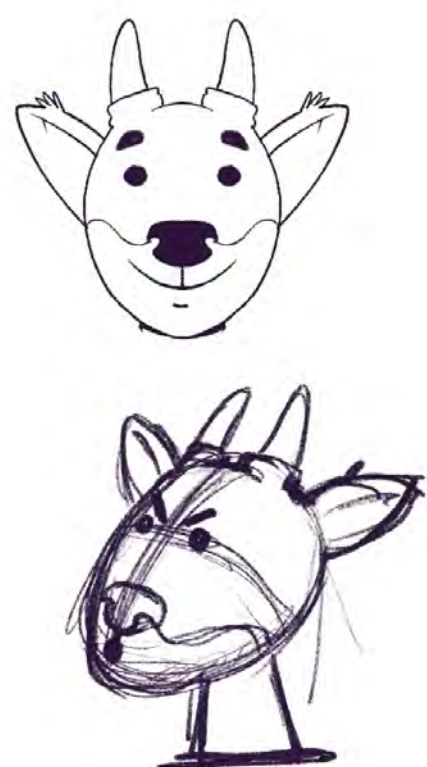
















# STORYTELLING KEY CONCEPTS

As the details of the design were refined and refined, it was also necessary to determine the most important characteristics of Dupu's personality, in line with the objectives initially set. The key concepts we defined were:

- Dupu must always be friendly, highlighting the importance of effort and healthy competition over a possible result or outcome.
- He loves and participates in all the disciplines that make up Team Chile. He is not the best when it comes to practicing them - and that's not a problem - but he loves all sports and knows a lot about them, remembering statistics and great anecdotes.
- It's a magical pudu, with its horns can help solve some problems encountered by both athletes and children and young people with whom it will share.



# 11.

## EXPRESSIVE POSITIONS

At the end of the design stage, we carried out different tests by changing the clothes, the smile, the eyes, the color of its fur, the shoes and stylizing the silhouette, until the final version was reached in its standard position.

Once this milestone was reached, it was time to begin to develop his expressive positions, where we can see him laughing, concentrated, angry, surprised, friendly, nervous and as a standard bearer for Team Chile. In addition, it has a position where it is activating its magic horns, and a series of 3D positions to better illustrate its complete appearance.







**OLYMPIC**



**STANDARD**



**HI!**



**MAGIC HORNS**



**ANGRY**



**FOCUSED**



**SURPRISED**



**NERVOUS**



**LAUGHING**



# 12.

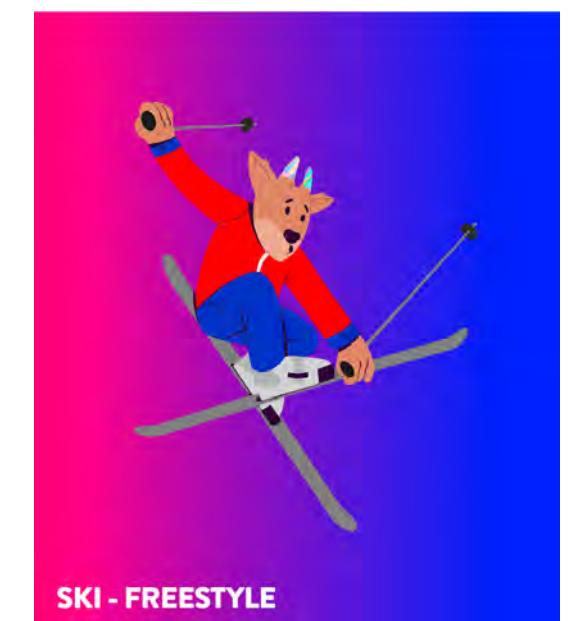
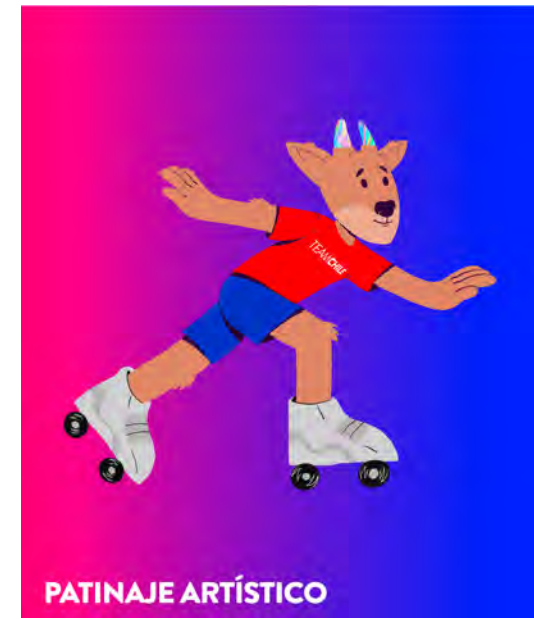
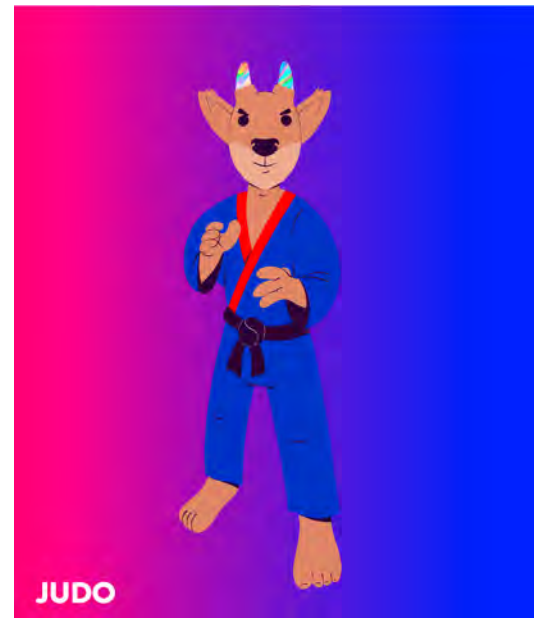
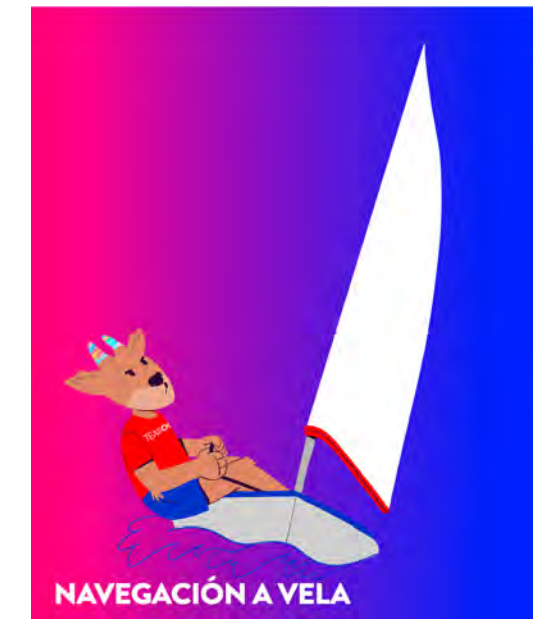
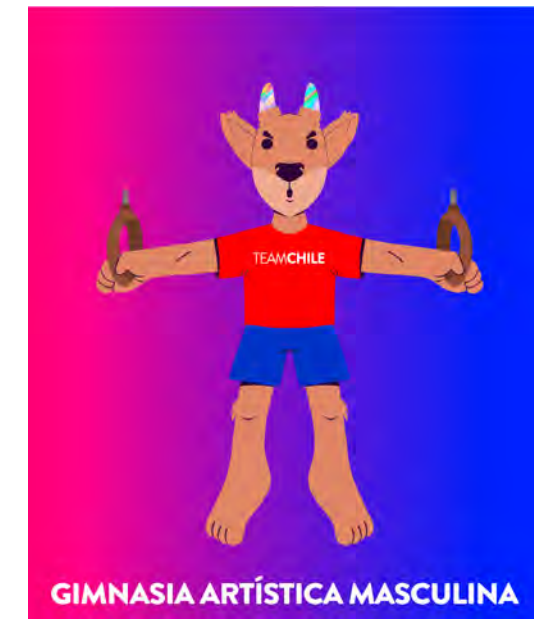
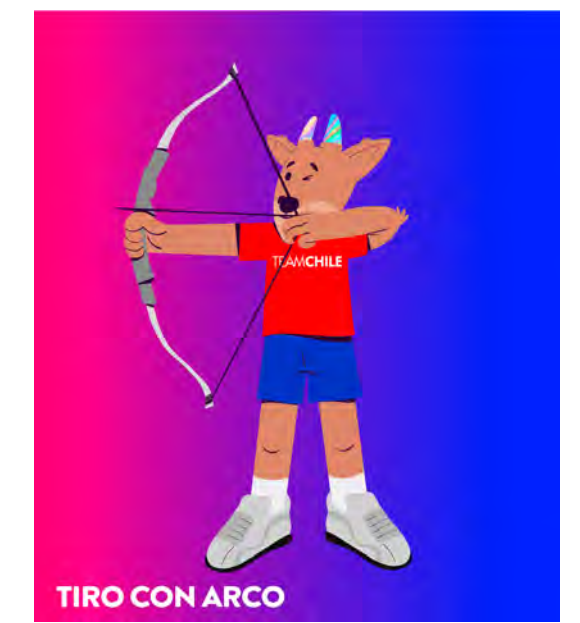
# SPORTS POSITIONS

Subsequently, and in accordance with the objective of creating a mascot that would serve as an element of unity and cohesion among all Team Chile athletes regardless of their particular sports, 52 different positions were created, taking into account the disciplines that generally exist in the Olympic Cycle Mega-Events: Bolivarian Games, South American Games, Pan American Games and Olympic Games.

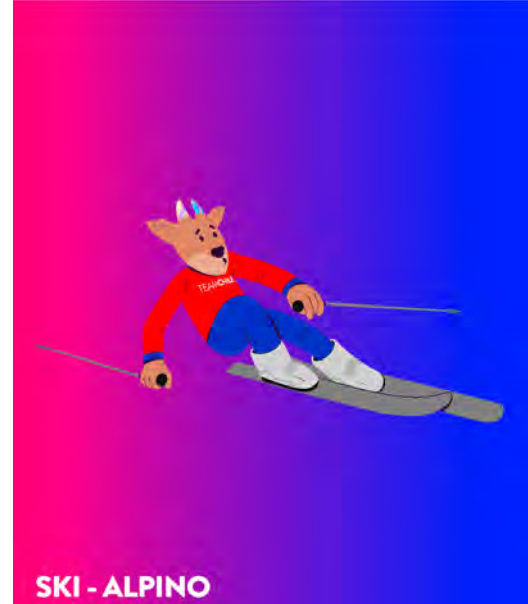
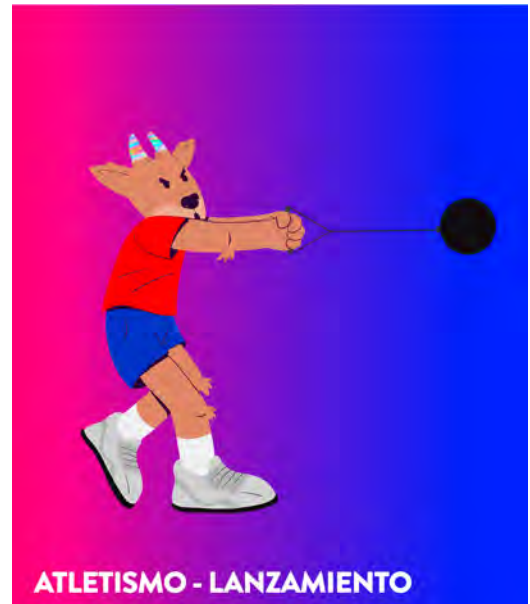
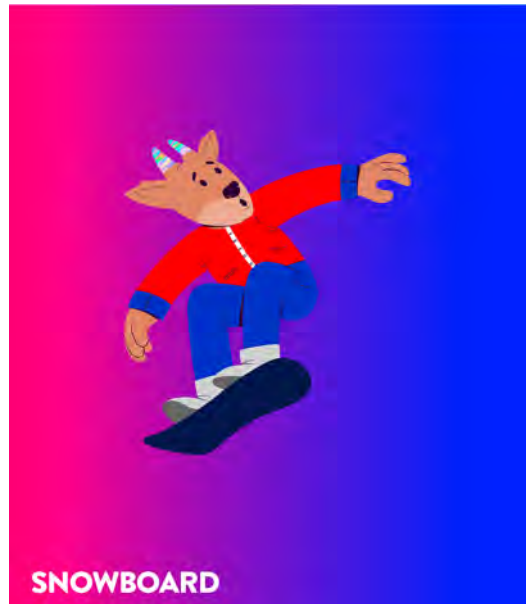
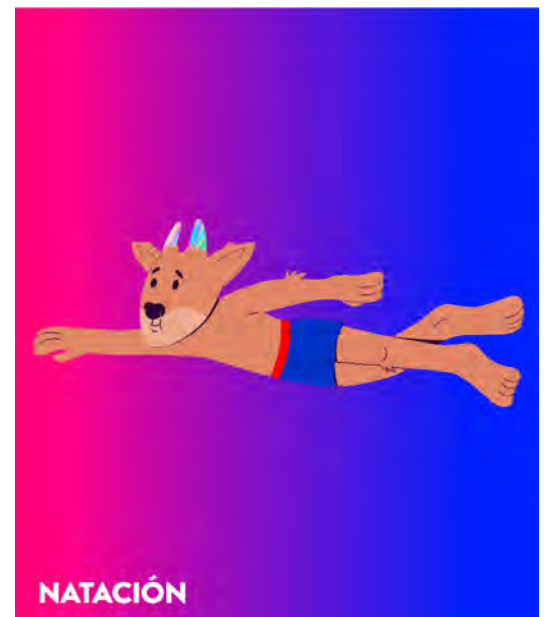
This way, federations and their athletes will have a “personalized” design to use in different ways, in addition to the standard position and expressive positions. Along with sharing the specific designs with each federation, in our Olympic Training Center we will have the necessary supplies for each athlete to stamp the Dupu of their discipline on the sleeve of their official Team Chile jersey.













# 13. COSTUME AND MERCHANDISING

Like all sports mascots, Dupu will come to life primarily through his costume, which will visit athletes in their training places and competitions. Along with that, our Community Relations Area will coordinate periodic visits to different schools in the city, with the intent for Dupu to play and share with children and young people, providing them with informative material on the importance of Fair Play and other associated values to the Olympic sport, taking advantage of also showing the great variety of disciplines associated with the Chilean Olympic Committee and that children can practice with our Federations.

As for merchandising, the options are endless and will be produced in line with the needs of each activity. As an example, the launch plan for the mascot includes the creation of teddies, stickers, clothing and masks, the latter to be used by athletes at the Tokyo Olympics.









# TASK TEAM

**José Antonio Giordano** – Communications Manager.

**Cristián Ortega** – Head of Marketing.

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**Cristóbal del Río** – Marketing Analyst.

**Carolina Bergeon** – Community Relations Officer.