Two springs ago, the client team recognized a need for a long-term mascot—more than just a short-term campaign or advertisement. They aimed for a recognizable figure to consistently represent the brand.

2021
2022
May 2023
2024
2025

They aimed for a recognizable figure to consistently represent the brand.

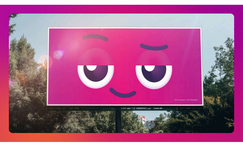
A mascot fosters emotional engagement, enhances visibility, and creates a versatile asset for both digital and offline platforms.

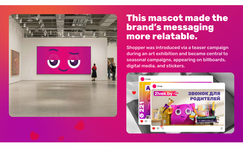
By humanizing the brand, it shifts interactions from transactional exchanges to more personal experiences.

After exploring various options, the team discovered

SHOPPER

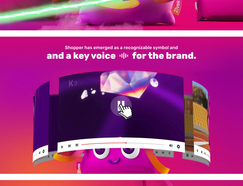
– a friendly, tote-bag in the brand's colors that symbolizes the idea of carrying a world inside.





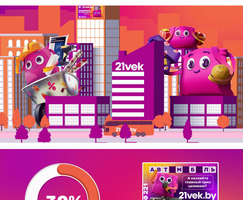
This mascot made the brand's messaging more relatable.

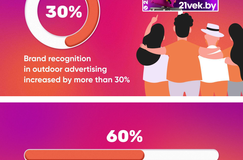
Shopper was introduced in a teaser campaign during an art exhibition and became central to seasonal campaigns, appearing on billboards, digital media, and stickers.



Shopper has emerged as a recognizable symbol and

and a key voice for the brand.

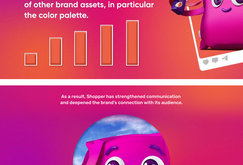




Thousands

of tote bags and stickers were sold and distributed, creating impactful advertising assets throughout the city.

1000+



30%

Brand recognition
in outdoor advertising
increased by more than 30%

60%

Marketing budget savings on creative development decreased by 60%

The introduction of the mascot influenced the growth of recognition of other brand assets, in particular the color palette.

As a result, Shopper has strengthened communication and deepened the brand's connection with its audience.

Thanks!