

The Hidden Potential of Mascot Characters

Doshisha International Senior High School



Introduction

Our aim is to find out what makes a mascot character **successful** and figure out how to **effectively** use them.

Mascot Character (*Yuru-chara*):

Character made to promote mainly prefectures, cities, or companies. (May exist for other organizations)

Successful Examples

Mascot characters have been gaining attention since their appearance and have been used effectively in tourism and other areas.

Miyaku-Miyaku

- Made for the Expo 2025 Osaka, Kansai, Japan
- Originally was not very popular, but gained **affection** due to great **attention**
- Great exposure through not only real-life interactions, but media as well resulted in Miyaku-Miyaku being loved across many ages and borders



Kumamon

- Made to attract tourist after the open of the Kyushu Shinkansen Line in 2010
- One of the most famous mascot characters in Japan
- Has **copyright free characteristics**
- Loved by locals



Economic Impacts

Mascot characters can have a positive economic impact connecting it to the SDG's number 8; "Decent Working and Economic Growth".



Current Condition and Concerns

Too many mascot characters
→neglected and overlooked mascots
Not enough secure laws and rules
→Troubles between mascots may occur

Ex. Shinjou-kun and Chii-tan

Shinjou-kun
created in 2013

Shinjou-kun tries
to sue Chii-tan in
2019 but fails

Chii-tan created
in 2017

Chii-tan sues
Shinjou-kun back
in 2021

Chii-tan's lawsuit gets
accepted in 2025



Solutions

In a generation where the **internet is everything**, promotion online is crucial to building a reputation. Collaboration with big companies and famous celebrities would help leave a long-lasting effective **impression**.

Ex. Duolingo



Raising the **familiarity** of a mascot character will lead to wide **recognition**, which can lead to using them **effectively**.

Citations:

- 高知さんさんテレビ. (2025, April 11). ちいたんvs しんじょう君 ゆるキャラ訴訟合戦 ちいたん暴走に須崎市激怒も、市に786万賠償命令・専門弁護士は“商標権”と“識別力”の問題を指摘 | FNNプライムオンライン. <https://www.fnn.jp/articles/-/856490?display=full>
- United Nations. (n.d.). Goal 8: Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all. Department of Economic and Social Affairs: Sustainable Development. <https://sdgs.un.org/goals/goal8>

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