

# 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



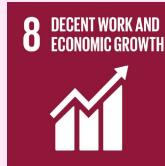
## Kumamon

- 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

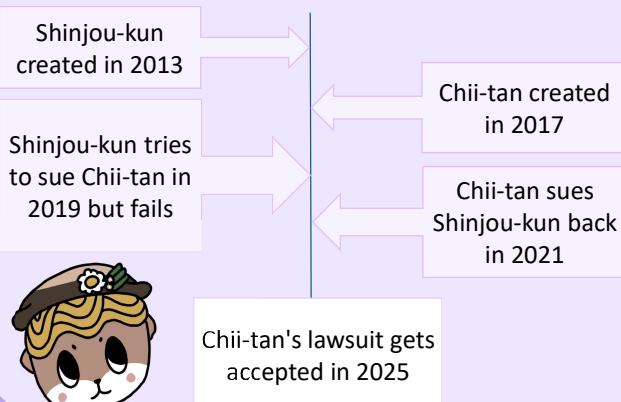
Mascot characters can have a positive economic impact connecting it to the SDG's number 8; "Decent Working and Economic Growth".



## 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



## 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



Genshin Impact

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”的問題を指摘 | 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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