

# PR with a Dash of Fun!



Ready for another dose of wit and entertainment in your inbox? Welcome to the Mika Mondo Newsletter - your monthly PR compass with a lively twist!

**This month's subject:**

**Brand Mascots: The Fun Facade of Serious PR**

Buckle up, buttercups! We're about to zoom down the rabbit hole of the wackiest, zaniest part of PR—brand mascots! You know, those lovable (or sometimes cringe-worthy) critters that make you say, "I have no idea what that animal has to do with car insurance, but I love it!" Yep, there's more strategy behind these goofballs than you might think! +=

**Laugh Out Loud Examples (You Can't Make This Stuff Up!):**

## **Tony the Tiger - Kellogg's Frosted Flakes**

Tony the Tiger: More than just a cereal influencer, this guy is the ultimate hype man. "They're Grrreat!" is not just about flakes; it's the mantra for life. Tony, you had us at "Grrr"!



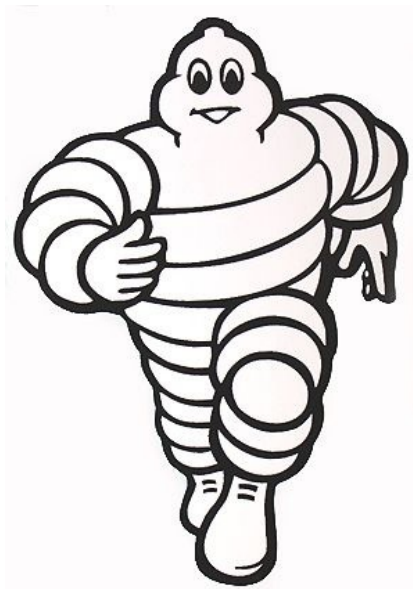
### Flo from Progressive

**Flo, our queen of insurance sass! She's got more name tags than a high school reunion and spits one-liners like a stand-up comic at an open mic night. Who knew insurance could be as fun as finding a 20-dollar bill in your old jeans?**



### The Michelin Man - Michelin Tires

**Who made tires cuddly? This guy! With curves made of, uh, "air and safety" (yeah, let's go with that), the Michelin Man deflates the boredom of tire shopping faster than you can say, "I swear I didn't run over that nail on purpose."**



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Links You'll Actually Want to Click On (No

## Snooze Allowed!)

Creating a Brand Mascot Without Losing Your Mind - It's like building a Franken-mascot, only less scary and way more marketable.

[Try it out](#)

## What Makes Mascots Stick? Glue and Psychology!

Ever wonder why you're emotionally attached to a cartoon? Well, grab your Freudian cap, and let's dive in!

[Read More](#)

How to Make Your Mascot More than Just a Tax Write-off - Cha-ching! Budget like a boss without sacrificing the fun (or fur).

[One of so many tools](#)

**Alright, party people, it's time to wrap up this fiesta of fun and furry (or rubbery, or inflatable) mascots! Remember, behind every googly-eyed character is a genius PR mind with a dream and a slightly odd sense of humor. Go forth and make your brand so exciting that even a stuffed animal would want to buy from you!**

**Smell ya later!**

**Team of Fun & Shenanigans at Mika Mondo**

Wanna talk? Just book here

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