

## Your Message in a Mascot

Take these 3 quick tips to dress up your company's image.

By Gwen Moran | Entrepreneur Magazine - August 2007

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Since Stuart Montaldo, founder of DoubleStar LLC, which does business as *Cogno Products*, started using a space creature to promote the company's board games, Cogno the alien has become the recognizable "face" of the company.

Mascots can be a great shorthand for what your company is, says Florence Quinn, founder of PR agency Quinn & Co., as long as you have:

- **A Message:** "Your mascot should make the culture of your company easy to understand just by looking at it," says Quinn. Cogno represents the brainy, sci-fi feel of the games.
- **Continuity:** "Use the mascot over and over so customers see it and immediately know that's your company," she says.
- **A Visual:** The mascot has to make an interesting visual—like Montaldo's life-size inflatable Cogno.