

What qualities make a good mascot

- It should be recognizable and relevant to the event.
- To make it memorable: It needs a "hook" with bold colors or an eye-catching feature that sticks in people's minds / leave a strong impression in people's mind.
- A good mascot has a personality. Since it's a sports event, it should energetic, brave, and friendly at the same time to promote sportsmanship and the lion rock spirit.
- It should have a cultural connection, like it should resonate with the local Hong Kong audience.
- It should look nice on different formats as it would appear on t-shirts, water bottles and souvenirs (soft toys)
- We should ensure that the mascot appeals to both children (for fun) and adults (as a serious sporting symbol).

What to consider when choosing a mascot for the Cross Harbour Race

- The mascot wears a life jacket or a bright swimming gear can be suitable to raise awareness of safety in swimming while promoting swimming as a healthy sports
- Because the race is challenging, the mascot should look "determined" or "sporty" rather than just "cute."
- Given the focus on the harbor, a mascot that promotes clean water or ocean conservation would be very "on-brand" and relevant to the current issue.
- Incorporating elements like the Star Ferry or the HK skyline into the design could make the city's identity stand out

Whether you would recommend using any of the characters shown above

- I'd recommend the Chinese Pink /humpback Dolphin because Chinese pink dolphin is a local icon, but we should give it goggles to make it look like a swimmer.
- The Lion character is great because it symbolizes the lion rock spirit; however, we might not want that to be the mascot as it has doesn't align with the sports of the event

- The turtle character is cute / adorable, and it is relevant to the event and marine life conservation but it might be too generic compared to a unique marine creature."

Anything else you think is important

- We should think about how this mascot looks as a plush toy for the winners or as souvenirs.
- To go the extra mile, we can give it a catchy name to make it more professional.
- Brand recognition / brand loyalty
- Make a statement or stance on issues like pollution / conversation
- E.g: rugby sevens / HK tennis open → sponsored by Cathay Pacific; the Cathay Pacific's plane flew over the stadium → increase brand recognition