

Proof that sometimes the biggest marketing ideas wear foam heads.

MARCH HIGHLIGHTS



Our Team at Crafts 2026!



The opening of Vikings Immersive Experience, London

★ Trustpilot
★★★★★ 4.9

Google
Reviews
★★★★★ 4.8

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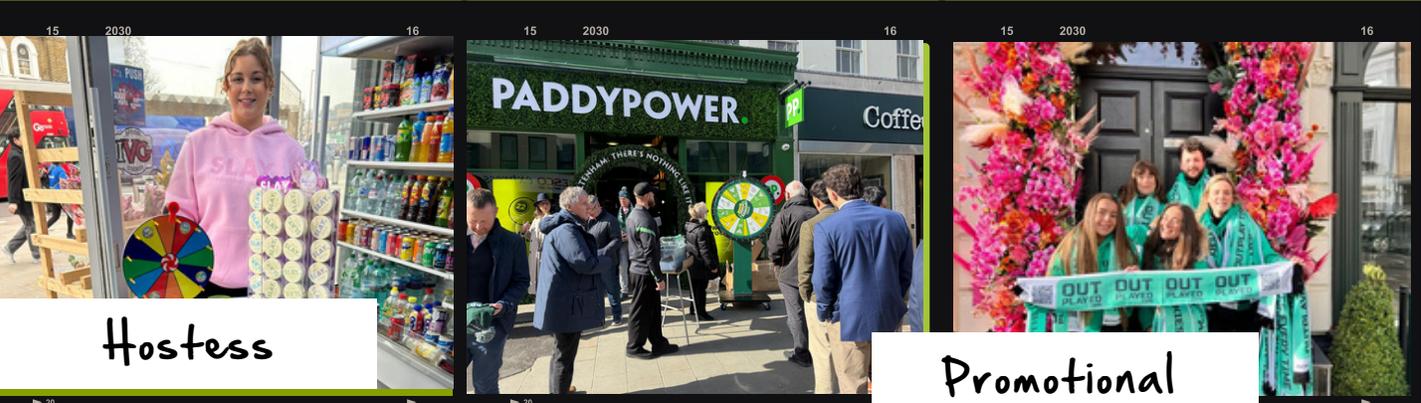
March Highlights



Mascots



Exhibition Staff



Hostess

Promotional



Immersive Exhibition Staff
Vikings Immersive, London

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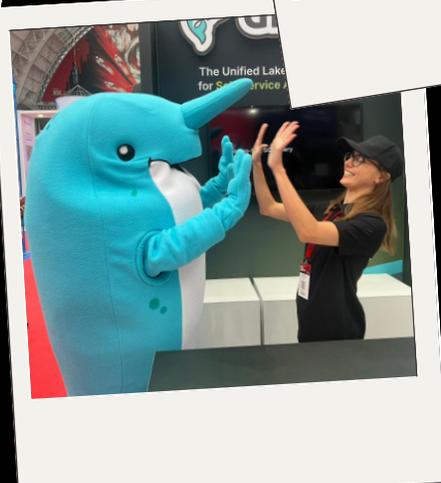
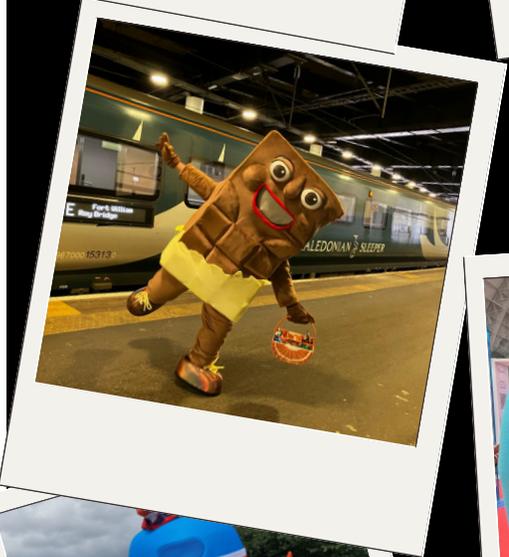
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Mascots & Mayhem!!!

We've sent mouthwash bottles into parks, We've unleashed tigers, birds, dogs and the occasional wasp.

And we've done it all in 12kg of foam, fur and unwavering mascot commitment.

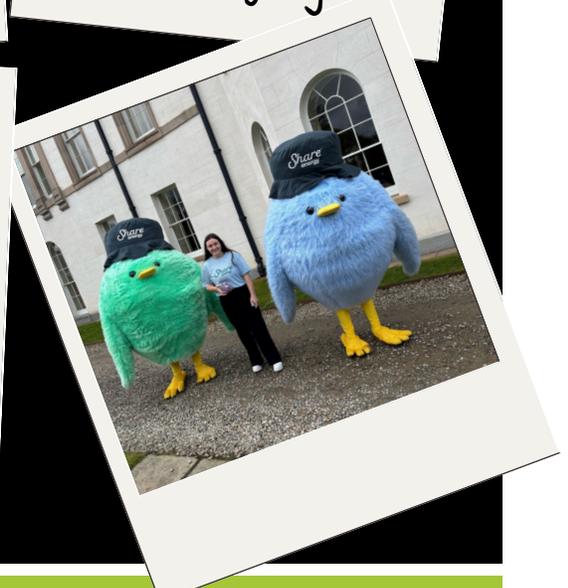
Whatever will it be next!!



G'Day Wrighty



Robin & Marion



The Unofficial Rules of Mascot Life

Mascots are event magnets. They attract crowds, create photo moments and make brands instantly more likeable. Inside the suit though? Let's just say it's less "red carpet" and more "survival mode."

Here are a few unofficial rules we've learned along the way.

Always bring a chaperone, Mascots can't see much.

Not the kids, not the kerb, not the steps... and definitely not the person trying to pull the head off "for a laugh."

A good chaperone is the mascot's eyes, bodyguard and hydration manager.

Heat Is the Real Villain

Mascot maths:

- 22°C outside = around 37°C inside the costume
- 28°C outside = **serious regret**

Solution: breaks, shade, water and ice packs everywhere.

Mascots don't melt... they slowly simmer.



Why Mascots Work

Mascots do what flyers can't.

- They stop people walking
- They make strangers smile
- They create photos
- They start conversations

All before anyone says a word :-
Smile → Photo → Chat
→ Brand Remembered

No sales pitch required



Things Mascots Have Endured

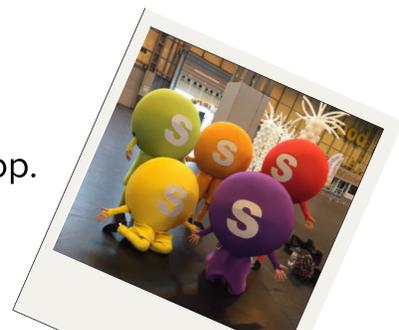
Over the years mascots have bravely survived:

- Being hugged during a heatwave
- Becoming a meeting point ("Let's meet by the giant carrot")
- Being asked if they're a real rabbit
- Being danced at very enthusiastically
- Delivering hundreds of high-fives

And through it all, they keep smiling.

Mostly because...

they physically can't stop.



new on the blog...



How to Hire Actors for PR and Marketing Campaigns

Our Step by Step Guide

Guide to Hiring Actors

Whether you are planning a live experiential activation, street stunt or larger brand campaign, the right performers are a critical part to success....

[Read more...](#)

Why Promotional Staff Are Essential for Product Sampling Campaigns

Turning Sampling into Sales

It's not just handing samples out, Brand Ambassadors demonstrate, promote and create customer engagement helping brands maximise results.

[Read more...](#)

Building a Reliable Event Staff Team

A successful brand event only works when the right people show up, when the staff are professional, and represent a business exactly as intended

Building a Reliable Event Team

Successful events work when the right people show up, professional and representing your business exactly as intended.

[Read more...](#)

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