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SMALL BUSINESS

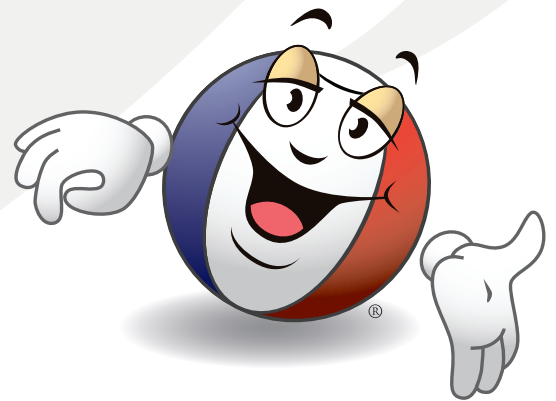
MASCOTS THAT SELL

While working for the Chicago marketing firm Mauge, Inc., my partner and I created a mascot (“Mascot Makeover,” October) for Shell Vacations Club, an independently operated time-share company. Our client needed a character that was synonymous with the customer service side of its business and could help club members navigate the confusing landscape of the time-share industry.

We came up with Buddy the Beach Ball, a playful, slightly goofy guy with the point of view of a consumer who had recently made a purchase. He’s there to say, “I just did this myself. You’re going to love it.”

We have animated Buddy for an interactive presentation. He has turned into something of a celebrity in the industry, which, of course, makes me feel like the proud parent of a beach ball.

- George Simkins



Vis-à-vis Creative Concepts Inc. is a strategic design firm based in Chicago, specializing in hospitality and lifestyle advertising. The company was founded in 2006 by partners Stephanie Goodman, George Simkins and Jennifer Sage, who collectively share more than 25 years experience in the hospitality industry, as well as extensive agency and production work.

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