



Do you want custom plush promotional toys, but don't have a design/character yet? You can create your character at Promo Bears. All characters are designed in-house. Based on your wishes and requirements we develop a character reflecting the attitudes and the image of your company.

### Advantages of a custom made character design

An individual character for your company has the following advantages for you:

- a character gives your company, your product and your services an identity
- a character visualizes the desired associations (strong, proud, sporty, trustworthy, happy, sympathetic, etc.) and communicate them to the target audience
- a character can be the figurehead in every communication material (website, letter paper, advertisements, brochures, newsletter, advertising posters, etc.)

### Step by step

In three steps we turn your idea into a character on paper.

#### Step 1: Briefing

Together we discuss your ideas and wishes. How do you imagine your character? How should your character look like (human, animal or fantasy character), which attitudes shall it express (sporty, happy, child-friendly, aggressive, challenging, etc.) and for which purpose you want to use it? The more concrete your briefing, the better and faster we can turn it into the character you imagined.

#### Step 2: design drafts

According to your briefing, our designer will create four design drafts for you. Below you can see our four drafts for the company Lyonesse:

Briefing of Lyonesse:

- lion
- happy and friendly
- company colors blue/gold
- purpose: premium gift for clients



#### Step 3: development based on feedback

After you receive the design drafts via email we are interested in your feedback. Based on your feedback we will adapt one of the drafts, combine or create a new one. The process is finished when you are fully satisfied with your new character. You will receive the character as a .jpg and .png file.



On the right side you can see the final result for Lyonesse in the plush toy production design.

# Character design for plush toys



## Promo Bears

Custom plush toys

### Investment and delivery time

Fixed price: £ 250,-. Delivery time: approx. 2 weeks for the four design drafts.  
As soon as we receive the deposit payment of £ 250 we start with the creation of your character.

### Intellectual property rights

The intellectual property rights are included when you order plush toys based on the character. If you decide not to order plush toys at Promo Bears, but you are interested in using the character in your communication, you can purchase the intellectual property rights of your character for an additional £ 250. Promo Bears will only use your character for references.

### References

Below you find some characters that were designed by Promo Bears.



### Interested

Are you interested in creating a custom made character for your company at Promo Bears? Lets have a talk about your project. You can give us a call: 020 351 414 49 or send us an email: [info@promobears.co.uk](mailto:info@promobears.co.uk).

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