



FIFA WORLD CUP  
RUSSIA 2018

# Official Mascot Campaign

Background Paper

September 2016 - Version 2

## FIFA World Cup™ Mascots in History

The Official Mascots have come to play an increasingly important role in the FIFA World Cup™, representing the fun side of the event. Cast as a variety of animals, fruit, vegetables and children (plus one or two abstract characters), their infectiously positive attitudes have added to the atmosphere of each competition in their own unique ways.

Official Mascots not only serve to promote the event and entertain the crowd in the stadium, but also become ambassadors of their country and worldwide “celebrities” through their extensive use by the Commercial Affiliates of the FIFA World Cup™, and through the licensing and merchandising programmes.

The first Official Mascot was introduced at the 1966 FIFA World Cup England™ - “Willie”, a lion decked out in the Union Flag. As well as being a “live” mascot, he appeared as a cartoon design that was used to promote the competition and was the subject of the Official Song. As well as sparking the interest of the host nation, the mascot also showed the rest of the world that the event was fun for everyone.

Below is a list of the Official Mascots to date:

- 1966 England: World Cup Willie (lion)
- 1970 Mexico: Juanito (boy)
- 1974 West Germany: Tip and Tap (two boys)
- 1978 Argentina: Gauchito (footballer)
- 1982 Spain: Naranjito (orange)
- 1986 Mexico: Pique (hot pepper)
- 1990 Italy: Ciao (stick figure player)
- 1994 United States: Striker (dog)
- 1998 France: Footix (cockerel)
- 2002 Korea/Japan: Spheriks (energy)
- 2006 Germany: Goleo VI (lion)
- 2010 South Africa: Zakumi (leopard)
- 2014 Brazil: Fuleco™ (three-banded armadillo)

*For detailed information on each of the previous FIFA World Cup™ Official Mascots, please refer to the [supporting documentation](#).*

## 2018 FIFA World Cup™ Mascot Development Campaign

In April 2015, FIFA and the Local Organising Committee (LOC) for the 2018 FIFA World Cup Russia™ announced that the Russian public would be invited to take part in the creation of the Official Mascot for the upcoming tournament.

The overall brand development campaign for the Official Mascot comprises three key milestones that each engage with specific target audiences in the Host Country.

Once all stages have been completed, the winning character will have invoked the most public participation of any brand asset in FIFA World Cup™ history.

#### Phase 1 (May 2015)

[Young Russians were invited](#) to access an online platform and let their imagination run free as they submitted their preferences in terms of the character type and personal attributes. Following this campaign, [ten most popular characters were identified](#) as the preferred options to represent Russia at the historic FIFA World Cup set to take place from 14 June to 15 July 2018.

#### Phase 2 (September – November 2015)

After getting the input from the survey, the second phase was open to Russian students enrolled in design schools across the country from September until November 2015. [These creative minds were tasked](#) with bringing one of the ten characters to life by registering on the online platform, and following the brand design requirements defined by FIFA and the LOC.

Following the close of Phase 2, [three designs – Tiger, Wolf and Cat – were shortlisted](#) by a Jury Panel with each student then invited to participate in the briefing of a professional design agency who will further develop their designs ready for Phase 3.

Members of the [Jury Panel](#) (announced in December 2015) included: Russian national football team goalkeeper and Russia 2018 Ambassador Igor Akinfeev, actor and director Fedor Bondarchuk, actress Victoria Tolstoganova, television presenter Oxana Fedorova, music producer Victor Drobyshev, singer Polina Gagarina, members of the theatrical group “Kvartet 1” Leonid Barats and Rostislav Khait, designer Igor Gurovich, and Chairman of the Board of Directors at State Sports Lottery Armen Sarkisyan.

#### Phase 3 (23 September 21 October 2016)

The third and final phase will see the Russian public invited to vote on the finalised three mascot designs. After the unveil event to take place on 23 September, a video projection on the Moscow State University Building as part of the Circle of Light festival, the website [talisman.fifa.com](http://talisman.fifa.com) will immediately launch and serve as voting platform. The three mascot candidates will also be present on VK (<https://vk.com/mascot2018fifaworldcup>) and Facebook (<https://facebook.com/mascot2018fifaworldcup>).

The three designs – Cat, Tiger and Wolf will compete in popularity for four weeks, ending with a live vote on Russia’s Channel 1 on 21 October.

**For more information on the 2018 FIFA World Cup™ Official Mascot, please contact [mediarussia@fifa.org](mailto:mediarussia@fifa.org)**