

2014 • 2017

BUILD YOUR MASCOT

企业吉祥物形象设计团队



Mascot
2014





扑克兔品牌介绍

扑克兔有“小桃”和“小爱”两个可爱的萌物组合而成。“小桃”带着蓝色的大眼镜，身穿印有黑桃标记的蓝色T恤，单纯可爱；“小爱”头戴粉红色发结，身穿印有红桃心标志的粉红色T恤，萌动楚楚。扑克兔是作者三寿于2010年创作的卡通形象，起初流行于网络的是猥琐版的扑克兔形象，后来经过演化和设计形成了现在萌版的形象。现在已经有漫画、绘本、壁纸、表情、头像等作品不断推出！



平台合作方

扑克兔不间断和国内高人气平台合作，定期更新故事及内容持续扩大其品牌的影响力。

平台包括：360壁纸、百度动漫、有妖气、站酷、视觉中国、新浪微博等…



表

情

扑克兔表情被网络广泛应用，收录腾讯原创表情频道植入QQ、乐摩网等众多平台。目前表情添加量已经突破600多万次，放送量多大2000多万次。



皮

肤

扑克兔形象被制作成各种皮肤传播在各种pc、APP端，包括搜狗、梦象、360、讯飞等在内。有着过6000万次的总下载量记录。



壁

纸

扑克兔的壁纸在主流平台不断更新下载中，包括搜狗、梦象、360、讯飞、百度动漫等有着过8000万次的总下载量记录。



出版物

扑克兔出版物已经陆续上市，包括绘本、漫画、动漫教材在内等多本书籍。



娱乐、体育活

动

扑克兔形象参与众多电视活动节目，包括《超级演说家》、《北京新闻》等曝光率极高的媒体。



扑克兔衍生品（服装类）

扑克兔形象有着广泛的延展性，制作了大量精美周边，包含服装、公仔、以及授权产品等。



扑克兔衍生品（纸品类）



扑克兔衍生品（公仔类）



扑克兔衍生品（授权类）





TANG GIZ

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1. The first step is to identify the problem.



2. Next, you should gather all the relevant information.



3. Then, you need to analyze the data and identify the root cause.



4. After that, you should develop a plan to address the issue.



5. The next step is to implement the plan.



6. Then, you should monitor the progress and make adjustments as needed.



7. After that, you should evaluate the results and determine if the problem has been solved.



8. Finally, you should document the process and share the results with others.



9. The next step is to identify the problem.



10. Then, you should gather all the relevant information.



11. After that, you should analyze the data and identify the root cause.



12. Then, you should develop a plan to address the issue.



13. The next step is to implement the plan.



14. Then, you should monitor the progress and make adjustments as needed.



15. After that, you should evaluate the results and determine if the problem has been solved.



16. The next step is to identify the problem.





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Project Introduction

Project Introduction

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土煌地
TU HUANG DI

Project Introduction

Introduction of the project, including the name of the project, the location, and the purpose of the project.

The project is a comprehensive plan for the development of the area, including the construction of roads, bridges, and other infrastructure. The project is expected to bring significant benefits to the local community and the region as a whole.



图 1-1-1



图 1-1-2



图 1-1-3



图 1-1-4





Thank you!

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Maoni
馬尼