

SURVIVAL KIT ITEM THREE

Beijing Olympic 2008 Licensed Product

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Item Description and Preparation

- A Beijing Olympic 2008 licensed product in the form of souvenir pen with the character “Beibei”.
- Preparation:
 - The souvenir pen can be brought into the classroom and pass around for students to have a look and feel.
 - Students should be asked to examine the website (<http://en.beijing2008.cn/spirit/beijing2008/graphic/n214068254.shtml>) showing and describing the mascots of the Beijing Olympic 2008.
 - Access to the above website should be available in the classroom as the instructor may want to show the different characteristics of the mascot of the Beijing Olympic 2008.

Some Possible Topics for Discussions

Use of Mascots for Events

- Use the website to introduce the five mascots of the Beijing Olympic 2008 collectively called the Fuwa: Beibei, Jingjing, Huanhuan, Yingying, and Nini.
- Discuss with the class the purpose of these mascots for the Beijing Olympic 2008.
- Mascot was first introduced in the Olympic in the 1972 Munich Games and has become a regular feature of subsequent Olympic Games. The mascots for the different games can be seen at: (<http://www.mapsofworld.com/olympic-trivia/olympic-mascot.html>)
- The mascots are designed to convey the culture of the local area where the event is held. The Fuwa represents good luck dolls and the five characters represent five blessings Chinese look for: prosperity (Beibei), happiness (Jingjing), passion (Huanhuan), health and harmony with nature (Yingying) and fortune (Nini). The five mascots also represent five elements of Chinese

beliefs: water (Beibei), forest (Jingjing), fire (Huanhuan), earth (Yingying) and air (Nini).

- The mascots are designed to convey the characteristics and concept of the event. Each character in the Fuwa represents one ring in the five Olympic rings: blue (Beibei), black (Jingjing), red (Huanhuan), yellow (Yinyin) and green (nini). The five mascots also represent the five types of sports in the Olympic: water sports (Beibei), strength sports (Jingjing), ball sports (Huanhuan), track and field (Yinyin) and gymnastics (Nini).
- The mascots can also be used to convey a special message. For the Beijing Olympic 2008, the message is Bei-jing-huan-yin-ni or Beijing welcomes you.
- Overall, mascots help in more effective and interactive communications with audience. By showing the mascots in communication channels such as television advertisements, posters and print advertisements, people associate the mascot with the event quickly and it enhances awareness of the event. Mascots also enhance physical and psychological interactions with consumers. Mascots help to build a personality for the event and enhance the branding process.

Merchandise and Souvenir for Events

- Students can be asked why merchandises and souvenirs are made and sold for events.
- The merchandises of the Beijing Olympic 2008 consists of badges and plates, garment, caps, bags, ties, homespun products, pen, handicrafts, stuffed products and toys, porcelain products, silk products, umbrellas, stamps and coins.
- Merchandises and souvenirs bring events to the masses and create excitement. It helps to bring anticipation of the events, long before the commencement of the events. The merchandises for the Beijing Olympic 2008 were sold long before the commencement of the event.
- Merchandises and souvenirs help to generate additional revenues for the events. The range of merchandises and souvenirs from cheaper ones like pen and caps to more expensive ones like porcelain helps to range to wide range of people.

Imitation and Violation of Intellectual Property

- China is well known for intellectual property violation. Discuss with the class how the Olympic Committee can prevent or minimize copying of their merchandize in the China market.

- Looking at the pen souvenir of the Beijing Olympic, there is a quality certificate as part of the packaging. There is also a sticker of the Beijing Olympic with silver imprint and serial number. A customer hotline is also provided, presumably for report of violations.
- Discuss with the class if the measures are sufficient to prevent violation of intellectual property. Discuss with the class if they feel there were a lot or little violation of intellectual property rights associated with the mascots of the Beijing Olympic. Generally, it is felt that there will be lower than usual violation due to perception of greater enforcement by the government since this is a government supported event and due to greater sense of national pride (this event will bring the world to Beijing and China).

NOTE: The suggestions for the use of the object above are only guidelines. I have deliberately written this note in outline form, so you can vary some of the ideas or try other ideas. I have not provided detailed descriptions or suggestions as I do not wish to bog you down with reading of unnecessary details. You can provide your feedback on the use of the above item for classroom discussion to McGraw Hill or myself (laugeoktheng@hotmail.com) so we can decide whether to include this item for future editions of the book and if yes, how to modify the suggestions for its use in the classroom.