



Official Mascot Launch – Q&A

What was the development process for the Official Mascot design?

FIFA and the Local Organising Committee (LOC) initiated a tender process involving six Brazilian design agencies. These six agencies were responsible for the creation of 47 different design proposals which were then analysed before settling on a shortlist of six, taking into account factors such as representation of Brazil, intellectual property and the feasibility of the mascot as a live costume. This shortlist was then further analysed with focus group research carried out amongst children who belong to the Official Mascot's primary target group (5-12 years old). The three-banded Brazilian armadillo was very popular in all stages of analysis and was therefore chosen to be the Official Mascot for the 2014 FIFA World Cup™.

Why an armadillo?

It is vital that the Official Mascot is a strong and credible ambassador, not only for the event but for Brazil itself. The fact that this creature is indigenous to Brazil was a key factor. It is also worth noting that the three-banded Brazilian armadillo is a vulnerable species. The three-banded Brazilian armadillo design was also extremely popular with the children who we engaged with in the focus group research. One of the key objectives through the 2014 FIFA World Cup is to use the event as a platform to communicate the importance of the environment and ecology and we believe that this mascot will help FIFA and the LOC to do so.

What is the significance of an Official Mascot at a FIFA World Cup™?

The Official Mascot plays a vital role as one of the key ambassadors of any edition of the FIFA World Cup. It is a very popular brand asset which contributes hugely to the visual identity of the event. The mascot is used extensively by not only the FIFA and the LOC for promotional purposes, but also our sponsors in their activation campaigns and our media rights licensees across their communication channels.

Why does he not yet have a name?

As the Official Mascot should be a true ambassador of not only the event but also of the Host Country, FIFA and the LOC were keen to give the people of Brazil the opportunity to play a role in developing the mascot. For that reason a naming contest has been launched which will run until the middle of November. This naming contest will be hosted on FIFA.com and on FIFA Partner Coca-Cola's digital channels.



What are the name options and what do the names mean?

Amijubi - Amijubi is the union of the words “amizade” (friendship) and “jubilo” (joy), two characteristics which are at the heart of our mascot’s personality and a reflection of the nature of Brazil’s people. The unique pronunciation creates a link to the indigenous tupi guarani language where the word ‘juba’ means yellow – the mascot’s dominant colour!

Fuleco - Fuleco is a mix of the words “futebol” and “ecologia”, two integral components of the 2014 FIFA World Cup™. Our mascot’s name perfectly represents the way in which the two can combine to encourage people to behave in an environmentally-friendly way.

Zuzeco - Zuzeco is built using key elements of the words “azul (blue)” and “ecologia”. Blue is the colour of the seas off the spectacular Brazilian coast, the rivers that cross the country and the beautiful sky. It is, of course, also the colour of our mascot’s unique shell. Our mascot is a vulnerable species and understands the need to communicate the importance of ecological awareness to his friends all over the world.

What was the name development process?

Developing the mascot name is always a very exciting challenge for FIFA and the LOC whose objective is to create a name that captures the character and the personality of the Official Mascot but also is inventive and original in nature so that that it may be used across the world without fear of impinging on earlier rights and brand names.

For this FIFA World Cup, FIFA and the LOC engaged a number of Brazilian creative sources, including one agency that embraced the task of generating potential Official Mascot names. This agency suggested over 450 name ideas, these were then subjected to stage two, that being FIFA’s legal brand development process, which including preliminary availability searches to establish whether registered rights existed for the mark. FIFA’s main aim was to find a BRAND NEW name that could be used with its Official Mascot - unique and distinctive were absolutely key criteria.

Remarkably only thirteen of the total names successfully passed through the first round of legal clearance. The name ideas were then advanced to stage three - where FIFA and the LOC invited a high-profile Brazilian judging panel consisting of Bebeto, Arlindo Cruz, Thalita Rebouças, Roberto Duailibi and Fernanda Santos who were invited to rank these thirteen names in order of preference.

Once ranked, stage four began, and FIFA’s legal team were tasked to achieve three names that could be used both in Brazil but also on the international marketplace. The legal team conducted high level and complex due diligence research to achieve the final list of names. This process was finalised around a week before the launch of the Official Mascot and FIFA and the LOC are pleased to announce that the final three are Amijubi, Fuleco and Zuzeco.



Is it possible to know about other names which ended up being vetoed?

We cannot disclose any other names at this stage, however to give an example we could not use any names which featured the word 'tatu' as these were not legally protectable.

What is FIFA response to the criticism of the names? Will you revise the names?

Launching high-profile brand assets always encourages people to express their opinion, particularly through social media channels. As mentioned this has been a rigorous and diligent development process and as such we will not be revising these names. We are confident that once the Brazilian public have voted and decided on the mascot's name that the name will begin to develop together with his character.

As the names are a mix of words like friendship + joy, football + ecology, blue + ecology, does FIFA plan to add these elements to people's daily lives? How?

Friendship and joy are clear elements which the FIFA World Cup inspires. The FIFA World Cup brings people together, not only on a national level, but all over the world. During the 4 week tournament people all over the world come together and celebrate. Regarding ecology, as stated by FIFA's Secretary General we aim to use the 2014 FIFA World Cup™ to increase awareness of environmental and ecological issues. This will be one key strand to our sustainability programme for 2014 which is overseen by our Corporate Social Responsibility (CSR) team. The reference to 'azul' is a reflection of the natural beauty running through and around Brazil in the rivers and oceans as well as a reference to the mascot's unique blue shell.

Where can the Brazilian public vote?

Votes can be registered on www.FIFA.com/mascot or as part of Coca-Cola's mascot promotion on their digital channels.

When will the name be announced?

The Official Mascot name will be revealed on Sunday 25 November.

What is the Official Mascot Song?

"Tatu Bom de Bola" performed by Arlindo Cruz is the Official Mascot Song for the 2014 FIFA World Cup™. This is part of the partnership between FIFA and Sony, whereby Sony Music Entertainment have the rights to develop the Official Music Programme for the FIFA World Cup™. This programme included the world famous "Waka Waka" by Shakira for the last edition in 2010. To listen to the song please visit www.YouTube.com/fifatv