Turn your mascot into merchandise: 12 product ideas that sell

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> Mugs, plush toys, enamel pins, tote bags and more — how brands, creators and cafés turn a cartoon character into extra income and free advertising.

A good mascot is not only a logo — it is a product. Fans love to own a piece of the brands and creators they follow, and every item they carry is free advertising.

12 merch ideas

- Stickers — the cheapest start, perfect as order inserts.
- Enamel pins — collectible and great for limited editions.
- T-shirts and hoodies — big back print, small front logo.
- Mugs — the mascot with a funny caption.
- Tote bags — loved by eco-conscious shoppers.
- Plush toys — high value for kids' brands and streamers.
- Keychains and acrylic standees — popular in anime and gaming communities.
- Phone cases — a pattern made of your mascot.
- Notebooks and stationery — for schools, cafés and bookshops.
- Posters and art prints — limited, signed editions.
- Socks — surprising best-sellers with all-over patterns.

- Digital goods — wallpapers, sticker packs, emotes.

Designing for products

- Ask for the mascot in several poses on transparent background.
- Get a one-colour version for embroidery and screen printing.
- Create a repeating pattern from small mascot icons.

Start without stock

Print-on-demand services print each item after it is ordered, so you can test designs without inventory. When a design sells well, order a bigger batch for better margins.

Rights

Make sure your illustration contract includes merchandise use. With an original character, you own something you can sell for years.