

Restaurants

Brand mascots have long been instrumental in building strong company-consumer relationships and the Big Boy chain is best known for its iconic chubby boy mascot. A plush stuffie of the Big Boy mascot is a cute collectible, loved by fans of the restaurant.



Superdawgs
Maurie and Flaurie
take shape
and these stuffed
plush toys
are an
adorable couple.



A powerful way for a restaurant to keep their message in front of their loyal customers is by offering branded plush toys, especially if they have an iconic mascot. Many restaurants find that this branded merchandise repeatedly sells out as in high demand.



Plush toys can be used as a marketing strategy to draw customers into a restaurant; as a gift or purchase with purchase, or for a redemption promotion.



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Social Media

For a restaurant to stay trendy to a new audience, plush toys make the ideal social media-ready merchandise. A cool item that can easily go viral with both the restaurant social media posts and those of their customers.



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Golf



When the PGA Tour added an official restaurant sponsor category, Arby's decided that it was a great marketing opportunity especially in conjunction with their endorsement of Andrew "Beef" Johnston. The Arby's curly fries golf head cover was made exclusively for Arby's Restaurants and its affiliated Foundation and has proven to be very effective in getting lots of attention on social media.



A custom head cover is a perfect complement to any important golf event and a terrific way for a restaurant to promote their brand on the green. Not only does a golf head cover protect the golf clubs, but makes them easily identifiable and adds a bit of a golfer's personality on the course.

