

Science and Technology



It is important for tech companies to have a social media presence, especially as this is a

new avenue for marketing. Encouraging customer content on Instagram, Facebook and Twitter increases a brand's presence by engaging customers. Owly is the most sought after item in the Hootsuite Collection as everyone loves a plush toy. Plush toys have universal appeal and a high rate of retention, and Owly has become a social media sensation!

For this biotech research company, their series of plush Happy Cells creates brand awareness and educates consumers. They encourage recipients to post photos to their social media. The Happy Cells promote contests and are given as a sales reward. Each Happy Cell has an informational hangtag about the cell's properties and benefits.



Good research starts with happy cells.



For FUN-spiration, North Carolina Science Festival created plush versions of their spokesbot Kelvin. Kelvin is to help encourage children to find the fun in STEM (Science, Technology, Engineering and Math). Plush Kelvin is simply adorable. Kids love him and most parents do too, even if they're reluctant to admit it.

