

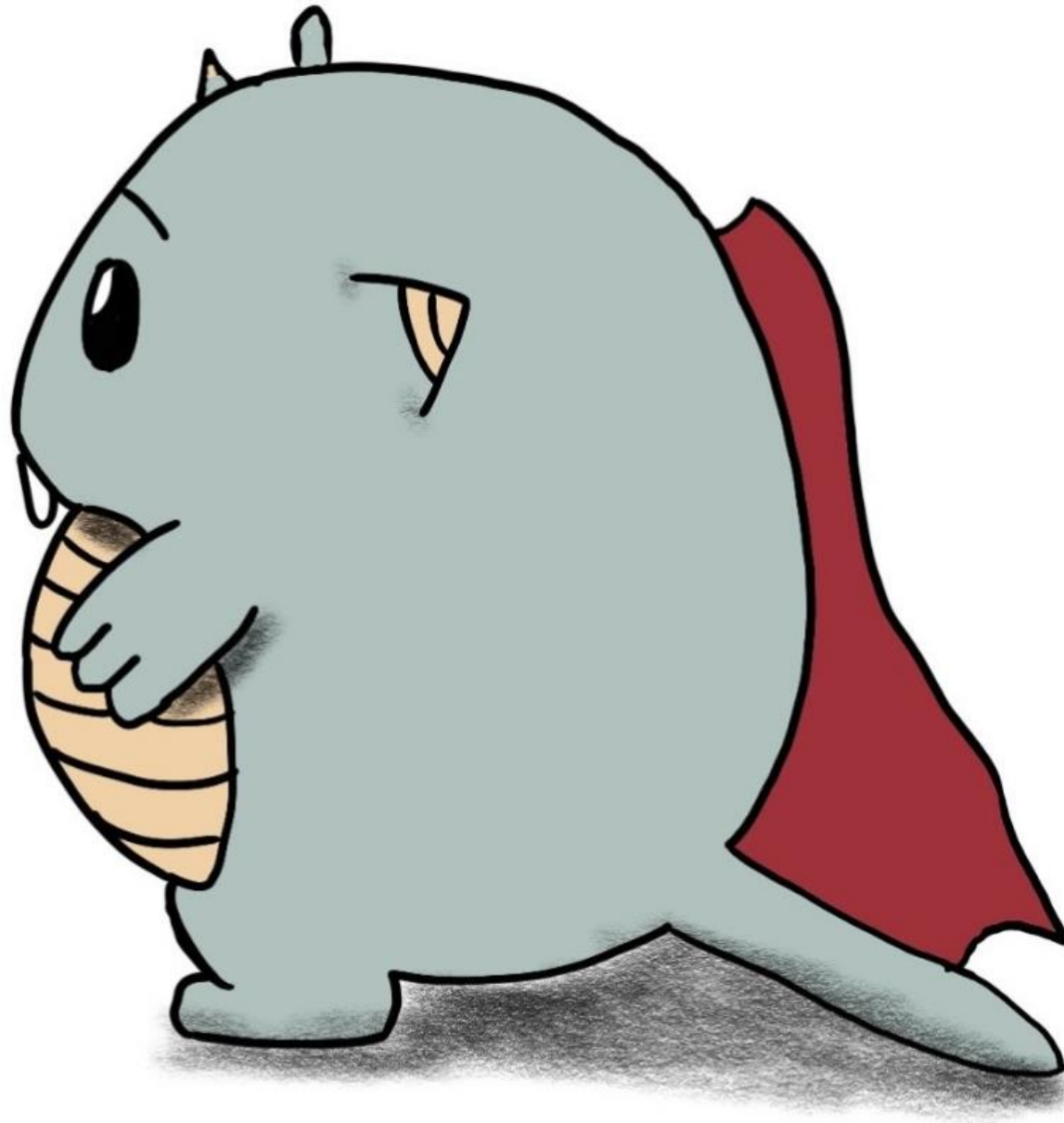
Protector Pudge

By Shawn Teow (24019836) & Shaun Choo (24047340)

Front View



Side View



Back View



Writeup

We chose a cute dragon mascot for the campaign because it symbolizes vigilance while still being charming and approachable.

Dragons symbolize protection and wisdom in many cultures, making them ideal guardians against scams. Its friendly appearance is very flexible, and is especially appealing to a younger audience, who are often victims of scams.

We were influenced by media like the "How to Train Your Dragon" movies, where dragons are seen as loyal and protective.

Our mascot effectively conveys the message: "Beware of scams and stay alert." Audiences will be reminded to stay vigilant when they see our mascot.