

# Top cat mascot

ANKARA, TURKEY: FIBA Turkey Basketball Federation lets the cat out of the bag with a new mascot... FIBA is the world governing body for basketball, and for the 2010 championships taking place in Turkey, a new mascot was required to help promote the tournament.



Mascots have been an integral part of sports marketing since the late '60s, and since then, nearly every major sporting event and organisation has used a cartoon representative to promote the event, and to generate revenue through merchandising.

The ultimate aim of the mascot is that it becomes adopted by fans as focal point for their support, and as such, the best mascot should reflect the characteristics of the nation or event it represents.

Representing the host country and its culture, as well as personifying the energy of the game, the creation of Bascat, was inspired by several Turkish elements, including the Nazar bead, the crescent moon in the Turkish flag and the country's well known cat species - the Van cat.

## Bascat... Top Cat

The Van cat is famous for being a particularly energetic and playful species, and these characteristics were demonstrated in the character's animated sequences that were played during match intervals.

Basketball fans in Turkey took part in a poll that saw the character named Bascat, which loosely translates to "top cat". Voters also considered Bascat, Onecat and Micho.

## Results

The voting, which took place on [turkey2010.fiba.com/maskotismi](http://turkey2010.fiba.com/maskotismi), during March 2010. Many of the basketball fans who voted for Bascat won prizes, including replica strips and a chance to meet members of the national team.

Bascat led from the start and ended up with 62% of the votes while Onecat received 20% and Micho 18%.

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