



Posted on Mon, Oct. 08, 2007

Overland Park company behind Minnesota Vikings' new mascot

By JENNIFER MANN

Viktor the Viking, the new mascot for the **Minnesota Vikings** NFL team, was brought to life by Overland Park-based **Creative Consumer Concepts**, a marketing firm that creates kids' toys

Viktor is the Vikings' first and only team-owned mascot, taking his place alongside Ragnar, a real guy who wears fur pelts and a horned helmet but who doesn't work for the team.

The team asked C3 to create "a mascot that appeals primarily to our young fans, yet appeals to our traditional fan as well," Vikings marketing manager Bryan Harper said. "C3 inspired us to create more than a costume, but to create a branded character that has a life outside the stadium."

Feedback on Viktor has been mixed on the online forum PurplePride.org.

One fan said that Viktor reminded him of Mayor McCheese or Chuck E. Cheese, while another called Viktor a Hulk Hogan blowup doll.

On the positive side was this posting: "He is a more traditional mascot, and does bring some advantage to the sidelines. ... The reasons mascots are larger than life like that are so they can be easily seen by the crowd. And the actor inside does a pretty good job, especially in the face of quite a bit of resistance. He is very animated, and a pretty physical guy. My kids love him. I took my picture with him at the home opener, and my daughter thought it was the coolest thing in the world. I know, I know, we don't want to market to 5-year-olds, but bringing kids into the fan base is a good way to ensure future ticket sales. I like having him with the Vikings, as long as he does not replace Ragnar."

Not so sure that wasn't posted by someone in the Vikings marketing department.

But in any case, Viktor's no KC Wolf — he who tackles stupid fans who run onto the field. If you missed that event at the Sept. 23 Chiefs home game, catch up with it on Youtube at www.youtube.com/watch?v=aOofejdChSg, where as of Friday afternoon it had been viewed more than 237,000 times.

Hold 'em or fold 'em

Ad2 will host the fourth annual Art of the Deal Casino Night at 6 p.m. Oct. 18 at the Arts Incubator as a benefit for its 2007-08 virtual agency client, the **Boys & Girls Clubs of Greater Kansas City**, which promotes developing self-esteem, values and skills for boys and girls ages 5-18.

The casino night again will feature a Texas hold 'em poker tournament, blackjack, craps, roulette and a silent auction.

The Arts Incubator is at 113 W. 18th St. The cost is \$15 for Ad2 members and full-time students, \$20 for Ad Club and Art+Copy members, and \$25 for nonmembers. All reservations after Oct. 12 will be \$25.

For more information or to make reservations, call 816-822-0300, e-mail rachel@kcadclub.com, or go online to www.kcadclub.com.

Toast and roast

The **Art+Copy Club's** inaugural lifetime achievement award will be bestowed on Tim Hamill, a mainstay at the **Ad Club** and Art+Copy and vice president and creative sage at **Bernstein-Rein**. The event is set for 8 p.m. Nov. 1 at Drexel Hall Ballroom at 19 W. Linwood Blvd.

To reach Jennifer Mann, call 816-234-4453 or send e-mail to jmann@kcstar.com.

© 2007 Kansas City Star and wire service sources. All Rights Reserved. <http://www.kansascity.com>