

# A Case Study about SCHMOOZY FOX is Featured in a New Marketing Book Published by Routledge

*A case study about SCHMOOZY FOX, a strategic brand consultancy, is published by Routledge as a chapter of a new book Brand Mascots and Other Marketing Animals.*

BRUSSELS, BELGIUM, June 30, 2014 /EINPresswire.com/ -- An in-depth case study about [SCHMOOZY FOX](#), a strategic brand and marketing consultancy based in Brussels, Belgium, is featured in a chapter of "Brand Mascots and Other Marketing Animals," a new marketing book published on June 24, 2014 by Routledge, a global publisher of quality academic books, journals and online reference.



The chapter "SCHMOOZY FOX: standing out from the pack", was co-written by [Olga Slavkina](#), founder of SCHMOOZY FOX, and Dr. Adriana Campelo, a lecturer in marketing at Cardiff Business School.

This chapter presents a case study about a small brand and marketing strategy consultancy based in Belgium. Setting itself apart from most service firms and competitors, which tend to employ serious and dry language in their marketing communications, SCHMOOZY FOX has built its brand around an innovative company name, engaging brand discourse, and an attractive brand mascot -- an intelligent, creative and original fox. A distinctive brand identity has helped SCHMOOZY FOX to attract desired clients, collaborators and generate positive word-of-mouth. The chapter discusses how SCHMOOZY FOX's brand mascot serves as a "magnet" for its target audiences, and provides insights into how anthropomorphic marketing can be used by the B2B sector to its advantage.

"Brand Mascots and Other Marketing Animals" was co-edited by Dr. Stephen Brown, Professor of Marketing Research and Dr. Sharon Ponsonby-McCabe, lecturer in Marketing Communications, both at the University of Ulster, Northern Ireland. "Brand Mascots And Other Marketing Animals puts the 'ark into marketing', so to speak," says Sharon Ponsonby-McCabe. "It celebrates the animal totemism that is so rampant in marketing, but so poorly understood."

"Theory meets practice in Chapter 11 when Olga Slavkina and Adriana Campelo innovatively unpick the funky rationale behind the SCHMOOZY FOX brand of brand management and demonstrate how an anthropomorphic branding strategy enables the transmission of brand values whilst supporting customers with anticipating results," continues Stephen Brown.

Featuring case studies and empirical analyses from around the world about such brand mascots as Hello Kitty, Angry Birds and Mickey Mouse – the book presents the latest thinking on beast-based brands, broadly defined. Entirely qualitative in content, it represents a readable, reliable resource for marketing academics, marketing managers, marketing students and the consumer research

community.

About SCHMOOZY FOX: SCHMOOZY FOX is a [brand strategy consultancy](#) based in Brussels, Belgium, and active internationally. SCHMOOZY FOX helps companies create strategies for successful brand and product launches, and repositioning of existing products and services. SCHMOOZY FOX's branding know-how includes advising clients on brand naming, pricing and positioning, appropriate distribution channels, visual identity and online presence. The aim is to provide clients with a solid strategic basis for their marketing and branding activities.

Olga Slavkina, founder of SCHMOOZY FOX, works with creative companies around the world to help them build brands that stand out from the crowd. Olga's expert opinion on branding and marketing has featured in the Financial Times, TechCrunch, Personal Branding Blog and other publications. Originally from Latvia, Ms. Slavkina was educated in the United States, where she was a Fulbright student at The Fletcher School (Tufts University), and Spain. She holds an MBA from the top-ranked IE Business School in Madrid.

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