The birth of Lucky.

Well it may not be your classic immaculate conception story, but Lucky was truly born out of necessity. The University of Tampa was in need of a safety campaign and asked Red Frog marketing to develop a memorable effort that the students could relate to. The clock was ticking and the start of the 2010-2011 school year looming. 6600 students were preparing to descend on The UT Campus. They needed a safety campaign fast. The quirky character was presented to UT. This unassuming 14" plush figure would become The University of Tampa’s safety ambassador. With that done we had to figure out a way to make Lucky come to life. We found a local seamstress that would take on the challenge of creating Lucky from a 2D sketch. Finding the right fabric and material was key. After 2 weeks, Lucky was produced. With luck on our side we asked a locally based photographer, who only shot national print campaigns, to make lucky shine. He delivered. He gave Lucky the same framing, lighting, and eye for detail one would give a rock star. Lucky became a huge hit. From posters to napkin holders, you can now see Lucky all over campus. Look for good things to come from Lucky in the near future.
Once upon a time The University of Tampa needed an idea for a safety campaign. An idea that was big. An idea eventually conceived by pen and paper that would have an improbable hero named “Lucky”. With sketch in hand the newly born character needed to be refined. A computer rendering was done. Our hero was beginning to materialize. In a local sewing shop a motherly seamstress, only armed with a 2D sketch, took great care in hand-stitching Lucky’s figure. Things were beginning to take shape.

The inner frame of Lucky was complete and assembly was ready. But there would have to be more to Lucky than just the sum of his parts. He would have to have a magic element in his quest for safety.

The symbol of safety was complete. The minute this was embroidered onto Lucky’s chest the magic began. He became the most unlikely champion of safety. Unlike most superheroes Lucky did not possess any super power. But his willingness to put himself in harms way to warn others was unparalleled.

Lucky became an instant sensation on posters, TV, and napkin holders. Some say he moved to Malibu, but if you happen to find yourself in peril, look around. Lucky will gladly take the hit for you.