Winter Olympics Mascots: Features and Attributes*1

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Abstract

Purpose: This paper analyzed the features of Winter Olympics mascots in chronological order by examining the evolution of mascots and presented the attributes of the Winter Olympics mascots from Innsbruck 1976 to Beijing 2022. **Research design, data, and methodology:** This paper conducted an exploratory study on the thinking to understand the characteristics of 13 Winter Olympics Mascots through literature review. **Results:** First, the mascot is a fictional character, usually an artificial character that represents the locality of the host city, including animals, human figures, and local inhabitants. Second, Schneemann, Innsbruck 1976 was known as the first official Winter Olympics mascot. Third, 19 mascots out of a total of 24 mascots were created using animals. **Conclusions:** The six attributes of the Winter Olympics mascots were identified: friendliness, symbolic meaning, originality, diversity, value, and identity of a special location. Above all, Winter Olympics has a locality that includes areas covered with ice and snow. From this point of view, the Olympics mascot highlights the image of snow and ice and the physical environment that includes it.

Keywords: Mascot, Winter Olympics, Olympic Mascot, Character, The Host City

JEL Classification Code: L83, M30, Z29

1. Introduction

The modern Olympics is a major global sporting event, which attracts huge worldwide interest, from people of all races, ages, and social positions (Pop, 2013). The modern Olympics has been held regularly every four years in the host city confirmed by the IOC's selection process, and since 1924, the Olympics has been divided into the Summer and the Winter Olympics due to the nature of the sports stadium.

Regardless of the Summer and Winter Olympics, the host city of the Olympics is striving to realize the identity of the country within the framework of the realization of the spirit and ideology of the Olympics and creating various symbols for the success of the Olympics. The visual symbols of the Olympics, such as mascots, emblems, and slogans are important means of promoting the Olympics and representing the identity of the venue during the sports competitions, as well as media of luck that support the Olympic success or inform the world of the effects even after the Olympics is over. In particular, the Olympics mascot has emerged as one of the means to make Olympic events more pronounced. The Olympics mascot is the most representative symbol of the Olympics, which expresses the identity of the host country's city.

As is well known, characteristic mascots have been created for each event to reflect the locality of the host country's city. The Olympics mascot was officially launched at the 1972 Munich Olympics to expand an Olympic boom and bring the image of competitive events to the world. Although it was an unofficial example, the first

mascot was born in 1968 at the Grenoble Winter Olympics and was called "Schuss", meaning a little man on skis, the first official mascot approved by the IOC was known as a stylized dog, "Waldi" the dachshund, whose image appeared at the Summer Olympics in Munich in 1972 (Yang & Kim, 2019). So far, a total of 26 Olympic mascots have been developed, including 13 for the Summer Olympics and 13 for the Winter Olympics. In other words, mascots have played an important role in expressing the ideals and identity of the Olympics and have been used as a major tool for Olympic brand marketing and visual communication (Han, 2016b).

From the perspective of understanding the Olympics mascots, Choi and Lee (2022)'s research on the Summer Olympics mascots had conducted on mascots from Munich 1972 to Tokyo 2020. Choi and Lee (2022) confirmed five attributes of the Summer Olympics mascots: friendliness, symbolic meaning, originality, diversity, and value. Considering the seasonality of winter and the location of snow and ice, the locality of the host city in the winter mascot can be emphasized more than that of the summer Olympics. As a follow-up study, research on the Winter Olympics from Grenoble 1976 to Beijing 2022 will be conducted. These major attributes are expected to be applied to the mascots of Winter Olympics.

This study began with an interest in the Winter Olympics mascots created so far, and the mascots of the 13 Winter Olympics can be said to be the subjects of the study. This paper aimed to compare and analyze the characteristics of Winter Olympics mascots in chronological order by examining the evolution of mascots and to present the attributes of the Winter Olympics mascots.

2. Theoretical Background

2.1. The Olympics: The Beginning and Overview

The modern Olympics are the leading international sporting events featuring summer and winter sports competitions in which thousands of athletes from around the world participate in a variety of competitions. In particular, the modern Olympics, which began with the participation of several countries in Athens, Greece, provide an opportunity to identify the diversity of the cultures of the global community and the characteristics of other cultures through sports (Kim & Lee, 2020).

The Olympics have been held regularly every four years in the host cities confirmed by the IOC's selection process. Historically, the Olympics were inspired by the ancient Olympic Games held in Olympia, Greece from the 8th century BC to the 4th century AD, and the first Olympics, also known as the Games of the Olympiad were held in Athens in 1896. In ancient Greece, the four religious and athletic festivals (Olympic Games, Pythian Games, Isthmian Games, and Nemean Games) were held, and their spirit was inherited by the modern Olympics aimed at human harmony and sports development (Chang et al., 2020).

The Olympics are controlled by the IOC (International Olympic Committee), which was founded by Pierre de Coubertin in 1894. Under the policy of the IOC to separate winter sports, the Olympics were divided into the 1924 Summer Olympics and the Winter Olympics. The Winter Olympics was held in Chamonix, France and later developed into an international sports event held on snow and ice every four years (Lee, 2018).

The host city for an Olympic Games had historically been chosen seven to eight years ahead of their celebration. Since 1896, summer and winter games have usually celebrated a four-year period known as an Olympiad; summer and winter games are normally held in staggered even years. There have been 29 Summer Olympic Games held in 23 cities, and 24 Winter Olympic Games held in 21 cities. But the 2020 Summer Olympics in Tokyo were postponed for the first time in the Olympic history to the summer of 2021 due to the COVID-19 pandemic. Four cities have been chosen by the IOC to host the upcoming Olympic Games: Paris for the 2024 Summer Olympics, Milan-Cortina d'Ampezzo for the 2026 Winter Olympics, Los Angeles for the 2028 Summer Olympics, and Brisbane for the 2032 Summer Olympics.

2.2. The Mascot: The Origin and Extension to Sports

Historically, almost all ethnic and tribal groups have something similar to their own mascots, even though they were not called mascots. A totem, which is defined as "an animal, plant, or natural object (or representation of an object) that serves as a symbol of a clan or family among a tribal or traditional people", can be regarded as the origin of the mascot (Clemence & Chimininge, 2015).

The word 'mascot' was derived from the Provencal and appeared in French dictionaries at the end of the 19th century. The word was popularized by a French composer Edmond Audran who wrote a comic operetta "La Mascotte", performed in December 1880. This light opera was so popular that it was translated into English as

'The Mascot', a word for any animal, person, or object that brings good luck (The Olympic Studies Centre, 2019a). By definition, a mascot can be a person, an animal, or a symbolic object that acts to bring good luck, communicate an auspicious message, and invoke positive emotions (Hayden & Dills, 2015). From a similar point of view, a mascot is not necessarily targeted only for living humans and animals, and this ranges from plants to inanimate objects to various colors.

To understand the concept of the mascot more accurately, it is necessary to distinguish differences between symbols or characters as similar. Mascots mainly have specific objects such as animals and plants, while symbols mainly embody abstract concepts such as symbols, letters, and picture letters. In general, mascots and characters are used interchangeably in similar terms, but they have different characteristics in terms of marketing. Mascots contain specific personalities to gain personal taste and empathy and are aimed at personal intimacy, but characters are aimed at mass production and consumption due to their strong commercial selling or business characteristics (Han, 2016a).

According to Garretson and Burton (2005), the personality of the mascot is important. One of the oldest mascots in the world and the first case of introducing mascot marketing is the mascot "Bibendum" of the Michelin tire company, which was created in 1898. Following the influence of Michelin's introduction of mascot marketing, the food industries, such as McDonald's and KFC also introduced mascot marketing.

Today, mascots are approached in various ways from a brand marketing perspective. The definition of mascots has been extended from the classical concepts of the past and is widely applied in the fields of business administration and brand design (Mahatmi & Satyagraha, 2020). For a mascot to function properly as a brand value carrier, mascot characters need to be assigned values and traits that can be identified by the target audience (Delbaere et al., 2011). The mascot serves as a meeting point for communication relationships between producers and consumers (Lury, 2004).

According to Mahatmi and Satyagraha (2020), from the perspective of brand design, the mascot can also be a tool to communicate the values of a brand, city, and event with consumers. Yadav et al. (2017) also stated that mascots are effective marketing tools to promote the objectives and goals of businesses, public organizations, and various festivals and events, and the composition design of mascots contributes to people remembering events or products well.

Today, in the field of sports, mascots are used as marketing tools to promote sports or sell products, and mascots appear as types of costumes in the form of people, animals, or inanimate objects, respectively. The use of the first mascot associated with a sports competition is known to have originated in 1908 with the Chicago Cubs baseball team of Major League Baseball (MLB). A mascot called Bear-man, dressed in a polar bear-shaped costume at the time, appeared at a parade at the baseball stadium. As a character design, the sports mascot was popularized by the soccer team, and a lion, "World Cup Willie" who appeared at the 1966 FIFA World Cup in England, was known to be the first mascot of the soccer World Cup. The mascot was created by personifying a lion dressed in a pattern engraved with the British flag Union Jack (Kim, 2020). Since then, their own sports mascots have been used at popular sports events in major countries, including many international sports competitions.

2.3. The Mascot for the Winter Olympics

The visual symbols imprinting the identity of the Olympics are not just an aesthetic expression, but products of visual communication activities, and at the same time express the desired value and cultural identity of the host country. Among them, the Olympics mascot is a symbol of good luck to promote the success of the Olympics and the competition around the world and is made with many forms of visual elements (Lee, 2018). According to Dong et al. (2022), the Olympics mascot is the most typical symbol of the previous Olympic Games, reflecting the positive spirit and value of the Olympics and the cultural and natural characteristics of the host city.

The Winter Olympics mascot was first introduced at the 1968 Olympics in Grenoble, France, as an unofficial mascot called "Schuss" to secure funding for the Olympics (Horne, 2014). The mascot was chosen by the agency commissioned by the Organizing Committee to advertise these Games. Schuss is a little man on skis in the position to which its name alludes. It has a red face and a smile on its face, with five Olympic rings on its head, and a ski downhill appearance. The top of its large two-colored head, which rests on a unique zig-zag flash-shaped foot, generally features the Olympic rings (See **Figure 1**).

But the first official mascot of the Winter Games appeared at the 1976 Olympics in Innsbruck. It was a little snowman named "Schneemann" (Rotkiewicz, 2013). The winter Olympics in Sapporo did not produce a mascot, but, four bright-colored plastic bears issued by Takushoku, Hokkaido's largest bank, were widely circulated as semi-totems.

Figure 1: An Unofficial Mascot, Schuss at the 1968 Olympics in Grenoble

Starting with Schneemann at the 1976 Innsbruck Olympics, a total of 24 types of mascots have been developed for the Winter Olympics mascots, including Roni (Lake Placid 1980), Vučko (Sarajevo 1984), Hidy and Howdy (Calgary 1988), Magique (Albertville 1992), Haakon and Kristin (Lillehammer 1994), Sukki, Nokki, Lekki and Tsukki (Nagano 1998), Powder, Coal, and Copper (Salt Lake City 2002), Neve and Gliz (Turin 2006), Quatchi and Miga (Vancouver 2010), Hare, Polar Bear, and Leopard (Sochi 2014), Soohorang (Pyeongchang 2018), and Bing Dwen Dwen (Beijing 2022).

These mascots have appeared at each Winter Olympics and have become an important part of the Olympic brand. Mascots over the years have all been examples of ingenuity, imagination, and artistic creativity (The Olympic Studies Centre, 2019b). Especially, Haakon and Kristin, two happy children, were the first human forms. But, most Winter Olympics mascots, such as Roni, Vučko, and Soohorang are often made in the form of personification of animals, because the active image of animals matches the characteristics of the Olympics.

In addition to the original functions of the mascots, the Winter mascots have been released in various shapes and sizes and have shown the distinct characteristics of the host city's natural geography, biology, and ecological environment.

3. Chronological Features of the Winter Olympics Mascots

In this chapter, the features of the Winter Olympics mascots from Grenoble 1976 to Beijing 2022 were examined. This study applied the same approach as Choi and Lee (2022), who studied the characteristics of the Summer Olympics mascots, so it may be possible to compare the characteristics of the summer and winter Olympics mascots.

In this study, the Winter Olympics mascots were divided into three parts to identify the types and characteristics of mascots. The three periods are divided into the first (from Innsbruck 1976 to Sarajevo 1984), the second (from Calgary 1988 to Turin 2006), and the third (from Vancouver 2010 to Beijing 2022).

3.1. Winter Olympics Mascots: 1976-1984

The features of the Winter Olympics mascots from 1976 to 1984 are shown in **Table 1**.

Table 1: Olympics Mascots from Innsbruck 1976 to Sarajevo 1984

Game	Mascot Name	Major Features
Innsbruck 1976	Schneemann	- Schneemann was the first official mascot of the Winter games.
		- Schneemann means "Iceman" in English, and has a figure of hopping up, waving his hands, and smiling broadly.
		- The mascot wears a red Tyrolean hat typical of the region. - It features a red carrot nose, and the overall blue color symbolizes winter.
Lake Placid 1980		- Roni's name came from the word "raccoon" in Iroquoian, the language of the native people.
		- The racoon is a familiar animal from the mountainous region of the Adirondacks where Lake Placid is situated.

Roni		- Rony wears skates and gloves, and an emblem is attached to her chest. The skates represent the dynamics of the Winter Olympics, the black spots on the face represent the athlete's goggles, and the blue clothes represent winter.
Sarajevo 1984	Vučko	- Vučko came in the guise of a wolf, an animal typically found in the forests of the Dinaric Alps region.
		- Vučko is the shape of a wolf with a big face and nose, but is a friendly and humorous figure.
		- Vučko wears a scarf that symbolizes the Olympics and the cross movement of his index finger and middle finger symbolizes peace.

Resource: The Olympic Studies Centre (2019a). Olympic Winter Games Mascots from Grenoble 1968 to Beijing 2022.

Three mascots of this period were made of one mascot, not plural. Among them, Schneemann came from the word "Iceman", which symbolizes a snowman with a winter motif, while Roni and Vučko featured animals that symbolize the nature of the host area. Especially, Schneemann, the mascot of Innsbruck 1976 was the first official mascot of the Winter Olympics and was well known as a successful characterization of a friendly iceman symbolizing the winter. At first glance, Schneemann is characterized by its resemblance to the shape of Olaf, the snowman in the animated film "Frozen".

Rony, the mascot of Lake Placid 1980 originated from a raccoon, an animal living in the mountainous region of the Adirondacks, but the mascot's appearance is typical of winter sports players with professional skating equipment and clothing. Rony has already appeared more than 40 years ago, but it may still be a sample of the mascot that is most faithful to the brand's individuality of the Winter Olympics sports event.

Vučko was the official mascot of Sarajevo 1980. At the time of the Olympics, Sarajevo was the host city of the former Yugoslavia of the Balkans, so Vučko originated from a wolf, an animal typically found in the forests of the Dinaric Alps region. Vučko is relatively simple compared to other characters, but the cross movement of his index finger and middle finger represents peace. However, Yugoslavia collapsed after a long civil war, after which Sarajevo became the capital of the newly independent nation of Bosnia-Herzegovina.

3.2. Winter Olympics Mascots: 1988-2006

The features of the Winter Olympics mascots from 1988 to 2006 are shown in **Table 2**.

Table 2: Olympics Mascots from Calgary 1988 to Turin 2006

Game	Mascot Name	Major Features
Calgary 1988	Hidy and Howdy	- Hidy and Howdy are polar bears, symbolic of the Arctic regions located in the north of the American continent.
		- Their names represent the Calgary region's hospitality. Hidy is an extension of "hi", and Howdy is short for "how do you do", a typical West American greeting.
		- They wear "Western" style hats and outfits. The flag symbolizes Western Canada's hospitality, and the white bear symbolizes winter.
Albertville 1992	Magique	- Magique was the first mascot that was not an animal since the Olympic Winter Games in Innsbruck 1976.
		- The name "Magique" was derived from the word "magic". Magique is a little imp in the shape of a star and a cube.
		- His star shape symbolizes dreams and imagination. His colors came from the French flag.
Lillehammer 1994	Haakon and Kristin	- Their names refer to historical figures from the 13th century whose destiny is closely linked to Norway and the Lillehammer region: Haakon IV Hakonson, King of Norway, and Princess Kristin.
		- Haakon and Kristin are two happy children. Although they wear medieval clothes in reference to their historical roots, they are modern children and express the interests and visions of young people, such as environmental awareness.
		- The mascots are hand in hand and symbolize no gender discrimination.
Nagano 1998	Sukki, Nokki, Lekki and Tsukki	- Owls Sukki, Nokki, Lekki, and Tsukki are also known as the Snowlets. "Snow" recalls the winter season, during which the Games take place, and "lets" refers to "let's", and an invitation to join in the Games celebrations.
		- They are four yellow-eyed baby owls as an illustration style.
		- The first syllable combination of each mascot, "Snowlets" means "Let's all enjoy the Nagano Olympics".

Salt Lake City 2002	Powder, Coal, and Copper	- The names Powder, Copper, and Coal are an allusion to Utah's natural resources, its snow, and its land.
		- Powder is a snowshoe hare, Copper is a coyote and Coal is a black bear. The hare's speed, the coyote's ability to climb the highest mountaintops, and the black bear's strength illustrate the Olympic motto Citius, Altius, Fortius (faster, higher, stronger).
		- Each Mascot has a dynamic posture, such as jumping up to the sky, shouting hurrah, and smiling loudly.
Turin 2006	Neve and Gliz	- "Neve" means snow and "Gliz" is a nod to the word "ghiaccio", which means ice.
		- Neve is a snowball and Gliz is an ice cube. They represent the fundamental elements required for successful Winter Games.
		- Neve, with fluid and rounded contours, is linked to harmony and elegance of movement. She is dressed in red. The angular and smooth shapes of Gliz recall the power and strength of athletes. He wears a blue outfit.

Resource: The Olympic Studies Centre (2019a). Olympic Winter Games Mascots from Grenoble 1968 to Beijing 2022.

For the first time in the history of the Winter Olympics, two mascots appeared at the Calgary 1988. Hidy and Howdy, polar bears expressed the locality of Canada's Calgary, especially the national identity by holding the Canadian flag. But Magique, a mascot of Albertville 1992 was very exceptionally featured in the form of a little imp, not an iconic animal. He was simpler than other mascots, but his color appearance originated from the French flag. After the Albertville Games, the mascots used for the Winter Olympics were created as multiple mascots until the appearance of Soohorang of the Pyeongchang Olympics.

Lillehammer Olympics was held in 1994, two years after the Albertville Games, and Haakon and Kristin were the first mascots of the Winter Olympics to be made up of human beings with the motif of historical figures from the host country. From the characteristics of the two mascots, it can be seen that idea of gender equality was attempted to be realized in the appearance of happy children holding hands with each other. The Mascots of the Nagano Olympics were four yellow-eyed baby owls as an illustration style, with the largest number of mascots appearing together. In particular, the first syllable combination of each mascot, "Snowlet" is characterized by the meaning of "Let's all enjoy the Nagano Olympics."

Salt Lake City Olympics mascots consisted of three animal characters. Powder, Copper, and Coal reflect the meaning of Utah's natural resources, snow, and land. When emphasizing the aspects of the three mascots, it can be seen that animals that are likely to appear in popular cartoons in the United States have dynamic postures. Neve and Gliz, the mascots of the Turin Olympics represented snow and ice, respectively. These two mascots are hand-holding figures like Haakon and Kristin of the Lillehammer 1994, but they are characterized by a simplified appearance with only basic elements and two colors. Among many Olympic mascots, they can be evaluated in a form designed with the most fundamental elements and images.

3.3. Winter Olympic Mascots: 2010-2022

The features of the Winter Olympics mascots from 2010 to 2022 are shown in **Table 3**.

Table 3: Olympics Mascots from Vancouver 2010 to Beijing 2022

Game	Mascot Name	Major Features
Vancouver 2010	Quatchi and Miga	- Quatchi and Miga were derived from imaginary animals that appear in Canadian legends.
		- Quatchi is a sasquatch, a popular character from a local legend who lives in the forest. It is covered in thick fur and wears boots and earmuffs. It has an Olympic ring engraved on its chest. Miga is a sea bear, a mythical animal that is part killer whale and part Kermode bear. The Kermode bear, also called "Bear Spirit" lives only in British Columbia.
		- Sumi was introduced separately as the official mascot of the 2010 Winter Paralympics for the first time.
Sochi 2014	Hare, Polar Bear, and Leopard	- Three mascots were made up of Silviya Petrova (Hare), Oleg Seredechniy (Polar Bear), and Vadim Pak (Leopard).
		- Leopard with blue belts, Hare with blue ribbons, and Polar Bear with blue scarves are expressed as three-dimensional mascots, giving a strong realistic image.
		- Polar Bear's appearance is similar to the former Moscow Olympic mascot, Misha.

Pyeongchang 2018 Soohorang		- Soohorang is a white tiger, the colour of the snow and ice of winter sports.
		- "Sooho" is a Korean word meaning "protection", in this case for all the Games participants and spectators. The word "Rang" comes from "horang-i", which means "tiger" in Korean and is also found in "Jeongseon Arirang", traditional folk music of the Gangwon Province.
		- Bandabi is a separate mascot of the 2018 Winter Paralympics. "Banda" means "half-moon beast", and "bi" means to celebrate the competition.
Beijing 2022 Bing Dwen Dwen		- Bing Dwen Dwen is a panda, an emblematic animal in China, clothed in a full body suit of ice, a symbol of purity and strength.
		- The mascot's name is composed of Bing, the Chinese character for "ice", and Dwen Dwen is a common nickname in China for children that expresses healthiness, cuteness, and ingenuousness.
		- Shuey Rhon Rhon is a separate mascot of the 2022. Shuey Rhon Rhon is an anthropomorphic Chinese lantern, representing harvest, celebration, warmth, and light.

Resource: The Olympic Studies Centre (2019a). Olympic Winter Games Mascots from Grenoble 1968 to Beijing 2022.

Miga and Quatchi are the official mascots of the 2010 Winter Olympics. But, for the first time, Sumi was introduced separately as the official mascot of the 2010 Winter Paralympics. Since they were derived from imaginary animals that appear in Canadian legends. the mascots' design represented the nature of the Canadian Rocky Mountains and Canada's identity as well as the Olympic symbol.

The mascots of the Sochi Winter Olympics are similar to the animal combinations of the mascots of the previous Salt Lake City 2002. In both competitions, Salt Lake City and Sochi, mascots were composed of three animals that well represent the geographical and biological ecosystem of the host area. In addition, Polar Bear's appearance is similar to that of "Misha", the Moscow Summer Olympic Games mascot, indicating that there are similarities between the mascots of the Olympics held in the same country.

Olympic mascots were made up of one character at the Pyeongchang and Beijing Olympics, although the other mascot was created separately for the Paralympics. Soohorang, the mascot of the Pyeongchang 2018 Olympics was a white tiger with the color of the snow and ice of winter sports. Since a tiger has long been a remarkable aspect of Korean folklore and culture, it has reappeared as a type of the Pyeongchang Olympic mascot in the form of Soohorang following the Seoul 1988 Olympic mascot "Hodori".

Bing Dwen Dwen is a representative animal mascot of the Beijing 2022 Olympics. Beijing became the first city to have hosted both the Summer and Winter Olympics, as it hosted the 2022 Winter Olympics. Bing Dwen Dwen was a giant panda with a suit of ice, a heart of gold, and a love of winter sports. Above all, it expressed Chinese cultural pride and nature.

4. Types and Attributes of the Winter Olympics Mascots

4.1. Winter Olympics Mascots: Types

In this section, the character types of Winter Olympics mascots are described in consideration of the characteristics of each of the three periods described above. Above all, the characteristics of each period were examined.

In the first period (from Innsbruck 1976 to Sarajevo 1984), one mascot was emphasized. As an iceman, Schneemann targeted the winter just by its name and wild animals such as Ronnie and Vučko were utilized.

In the second period (from Calgary 1988 to Turin 2006), a wide variety of types were expressed as mascots. In the five Winter Olympics, human figures were created once (Lillehammer 1994), animals native to the area were represented as mascots three times (Calgary 1988, Nagano 1998, Salt Lake City 2002), and a star-shaped imp and two artificial mascots depicting snow and ice appeared twice (Albertville 1992 and Turin 2006).

In the third period (from Vancouver 2010 to Beijing 2022), in all four Winter Olympics, mascots featuring animals were used. Among the four Olympics, multiple mascots were created in the two former Olympics (Vancouver 2010 and Sochi 2014), but a single mascot was developed in the two later Olympics (Pyeongchang 2018 and Beijing 2022). Since Vancouver 2010, mascots for the Paralympics have been developed separately. For the Pyeongchang 2018 and the Beijing 2022 Olympics, there was one Winter Olympics mascot and another Paralympics mascot.

In the case of the Winter Olympics mascots, 19 out of 24 mascots were created using animals. Other subjects include a star-shaped imp, two artificial characters made from a snowball and an ice cube, and, above all, two

children as the most realistic mascots. The types of the mascots of the Winter Olympics from 1976 to 2022 are shown in **Table 4**.

Table 4: The Types of Winter Olympics Mascots

Olympics	Mascot Name	Mascot Type
Innsbruck 1976	Schneemann	an iceman (ice)
Lake Placid 1980	Roni	an animal (a raccoon)
Sarajevo 1984	Vučko	an animal (a wolf)
Calgary 1988	Hidy and Howdy	animals (two white bears)
Albertville 1992	Magique	a little imp (the shape of a star and a cube)
Lillehammer 1994	Haakon and Kristin	human beings (two children)
Nagano 1998	Sukki, Nokki, Lekki and Tsukki	animals (four yellow-eyed baby owls)
Salt Lake City 2002	Powder, Coal, and Copper	animals (a snowshoe hare, a coyote and a black bear)
Turin 2006	Neve and Gliz	artificial characters (a snowball and an ice cube)
Vancouver 2010	Quatchi and Miga	animals (a sasquatch and a sea bear)
Sochi 2014	Hare, Polar Bear, and Leopard	animals (a hare, a polar bear, and a leopard)
Pyeongchang 2018	Soohorang	an animal (a white tiger)
Beijing 2022	Bing Dwen Dwen	an animal (a giant panda)

Resource: Reorganized by researchers.

4.2. Winter Olympics Mascots: Attributes

According to Choi and Lee (2022), the attributes of Olympics mascots were investigated using the Summer Olympics, including friendliness, symbolic meaning, originality, diversity, and value. In this chapter, the attributes of the official mascot for the 1976-2022 Winter Olympics were investigated, and it was confirmed whether the main attributes revealed in the study of Choi and Lee (2022) could be applied equally to the analysis results of the Winter Olympics mascots. The major attributes of the mascot are as follows.

First, the Winter Olympics mascot includes the meaning of friendliness. It is important that the Winter Olympics mascot should be visually expressed to make the venue of the competitions feel closer and more friendly. Of the 24 mascots of the Winter Olympics, 19 mascots have been designed primarily for animals, which can be said to be an expression of the closeness to animals felt by humans.

Second, the Winter Olympics mascot includes a symbolic meaning. Since the Winter Olympic mascot has been regarded as an important visual symbol that expressed the identity of the host city, it could be seen that a mascot considering symbolism has been produced. The mascot's design has included not only the Olympic flag, but also the host country's flag, its favorite colors, and animals native to the area. The Winter Olympics mascots such as Hidy and Howdy (Calgary 1988) and Haakon and Kristin (Lillehammer 1994) can be applied as examples that well symbolize the identity of the host city.

Third, the Winter Olympics mascot includes originality. Images of some Winter Olympics mascots have been similar in appearance to those of previously developed mascots. However, most mascots have been produced in unique forms that differentiate them from those of the past. Especially, the Winter Olympics mascots such as Magique (Albertville 1992) and Neve and Gliz (Turn in 2006) are considered differentiated examples of applying these special materials.

Fourth, the Winter Olympics mascot includes diversity. Mascots have been made in various forms, from one mascot to a couple, trio, and four mascots for each competition. It can be seen that the outer design of the winter mascot is changing from a flat form to a three-dimensional type (Sochi 2014, Pyeongchang 2018, and Beijing 2022).

Fifth, the Winter Olympics mascot includes the value of the long-lasting existence of the mascot itself. Today, many mascots are being made in various organizations and industries around the world, and on the contrary, most of them are disappearing without public interest. Above all, many of the Olympics mascots have received the most attention and have the most practical value that can be remembered by humans for a long time. From this perspective, it can be seen that the Winter Olympics mascots have become a useful tool for visual communication and brand marketing today.

Sixth, the Winter Olympics mascot includes the identity of the special location of the host city compared to that of the Summer Olympics. The Winter Olympics inevitably has a "locality" that includes ice and snow-covered spaces. Thus, the Olympics mascots also contain images of the snow and ice and the physical environment that includes them. So far, the number of host countries of the Winter Olympics has been much smaller than that of the Summer Olympics, and the host cities have been mainly limited to Europe and North America, and three Northeast Asian countries: China, Japan, and Korea.

5. Conclusion

The Winter Olympics is a major international multi-sport event held once every four years for sports played on snow and ice. The Winter Olympics mascot has emerged as one of the means to make Olympic events more pronounced. It has been the most representative symbol of the Olympics, expressing the identity of the host city. Today Olympics mascots undoubtedly can bring huge economic benefits and drive people's motivation and willingness to spend on cultural consumption (Dong et al., 2022).

This study began with an interest in the Winter Olympics mascots, and the mascots of the 13 Winter Olympics were used for research. This paper analyzed the features of the Winter Olympics mascots throughout their history by examining the evolution of the mascots and presented the attributes of the Winter Olympics mascots from Innsbruck 1976 to Beijing 2022. The results of this study are summarized as follows.

First, among the visual symbols for the Olympics, the mascot is a fictional character, usually an animal native to the area, human figures, or artificial characters who represent the locality of the city where the Olympics are taking place.

Second, although Schuss was first introduced at the 1968 Winter Olympics in Grenoble, the 1976 Innsbruck Olympics mascot, Schneemann was known as the first official mascot.

Third, the Winter Olympics mascots were divided into three periods, the first (from Innsbruck 1976 to Sarajevo 1984), the second (from Calgary 1988 to Turin 2006), and the third (from Vancouver 2010 to Beijing 2022) to identify the features of each mascot. Of the total 24 mascots, 19 mascots were created using animals. Other subjects include a star-shaped imp, two artificial characters made from a snowball and an ice cube, and, above all, two children as the most realistic mascots.

Fourth, six attributes of the Winter Olympics mascots were identified. These were the five types of friendliness, symbolic meaning, originality, diversity, and value and the identity of a special location was added additionally. Especially, the Winter Olympics is highly seasonal and is usually held in January and February. Therefore, the Winter Olympics has a 'locality' that includes ice and snow-covered spaces. From this point of view, the Winter Olympics mascots emphasize images of snow and ice and the physical environment that includes them.

As mentioned above, this paper was conducted as a study on the features and attributes of the Winter Olympics mascots. The significance of the research can be found in that the results of this study can be compared with those of the Summer Olympics mascot study (Choi & Lee, 2022). But this paper has limitations because it relied on literature review and exploration approach from the subjective perspective of the researcher without analysis through empirical data. It is necessary to compare and study the characteristics of both summer and winter mascots as a case study and to analyze empirical data confirming the characteristics of Olympic mascots.

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