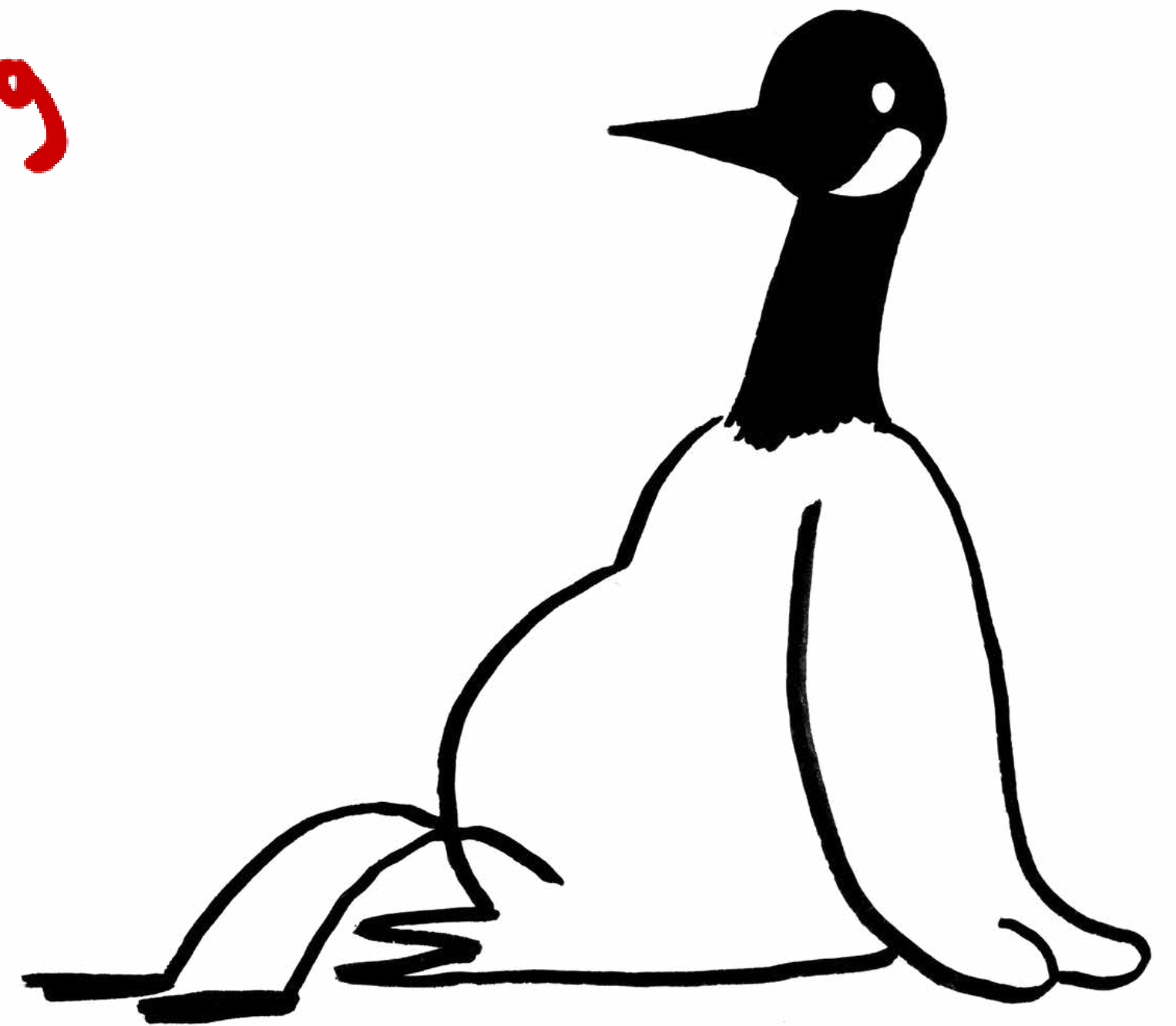
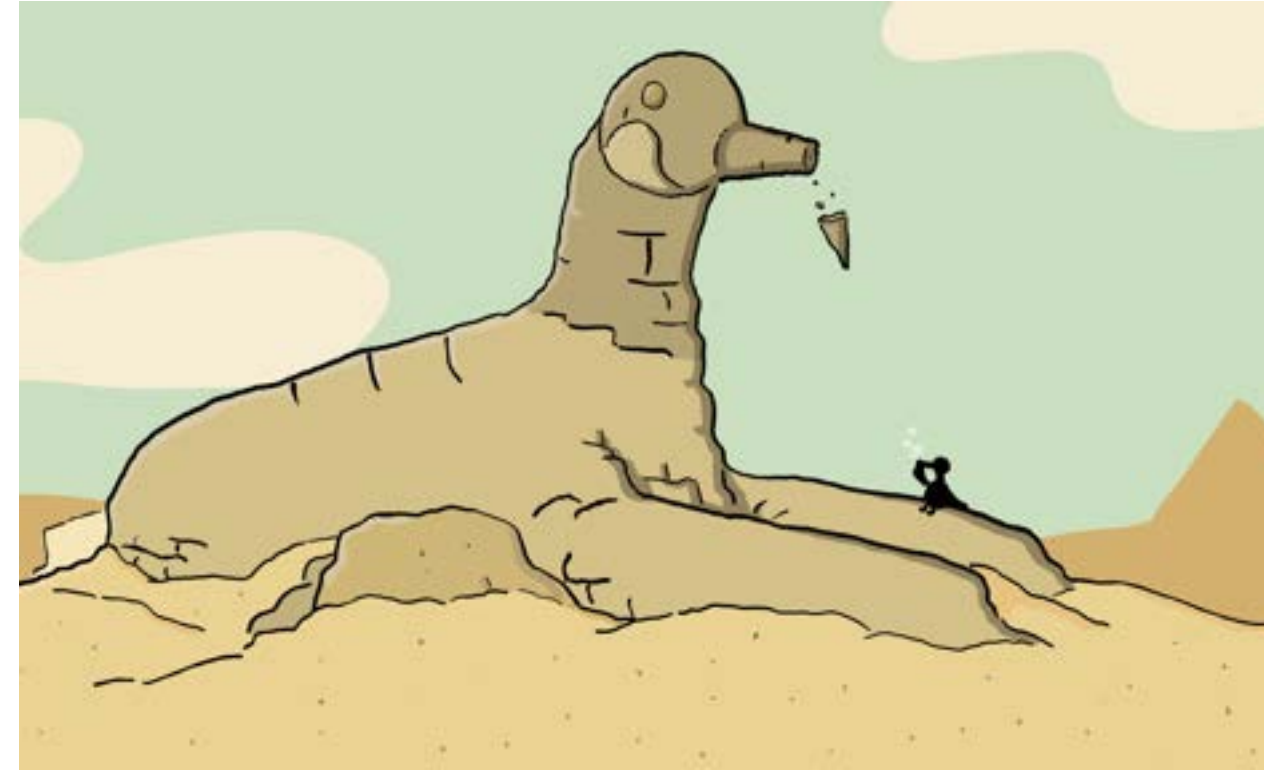




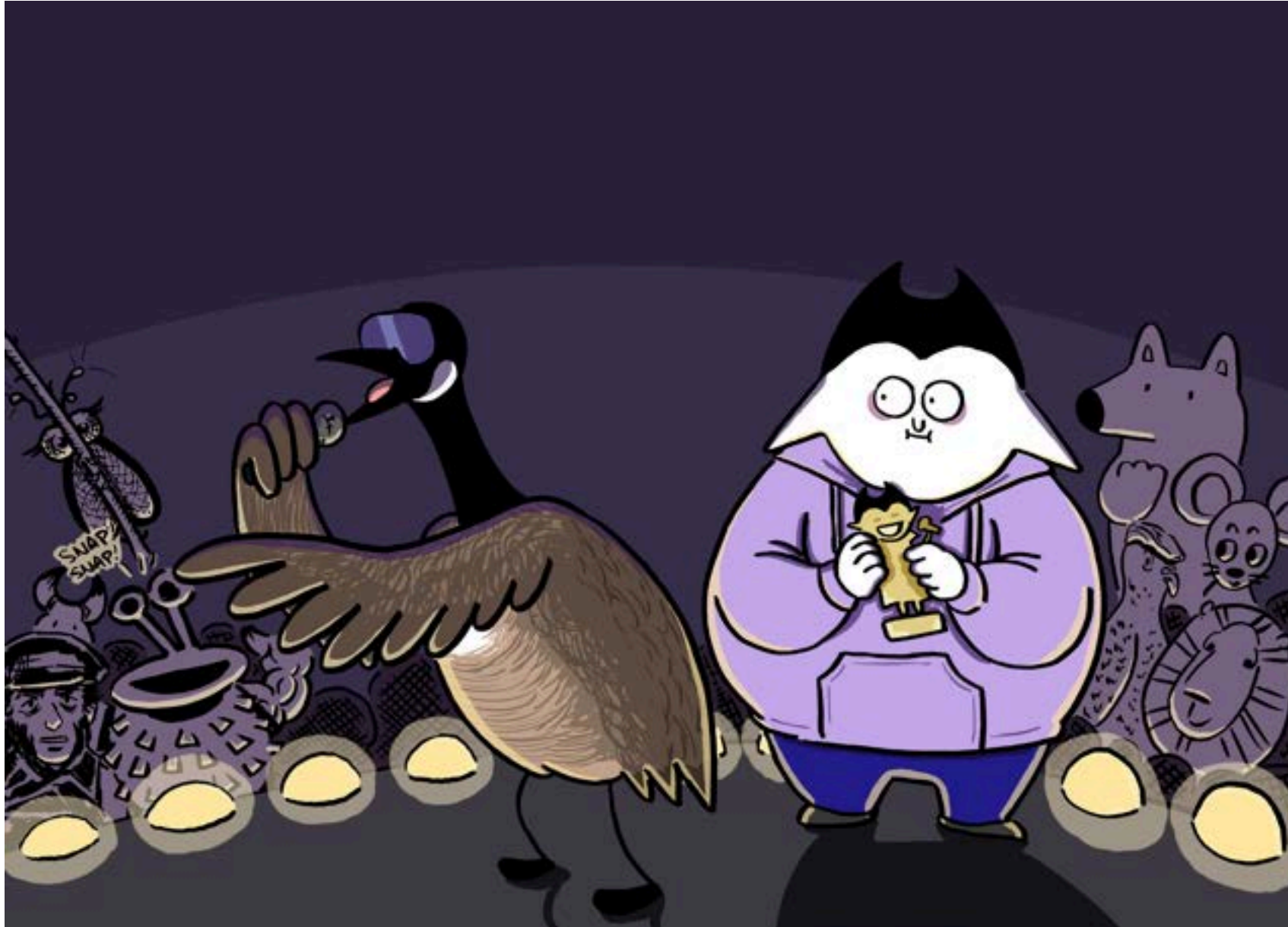
Formerly known as *Goose Goes Global*, **Goose Gallivanting the Globe** is a branding project by **Joseph Broom** centered around a series of single-panel comic strips published via social media and web formats. It follows Goose, an annoying Canada goose who goes around the world causing trouble, often at well-known landmarks. It is promoted through the guerrilla marketing tactics of distributing stickers and fliers with QR codes in public areas to generate interest and facilitate spread via word of mouth, as well as through brand collaborations. The project demonstrates the process of building a brand using an identifiable mascot and low-budget marketing to create buzz.



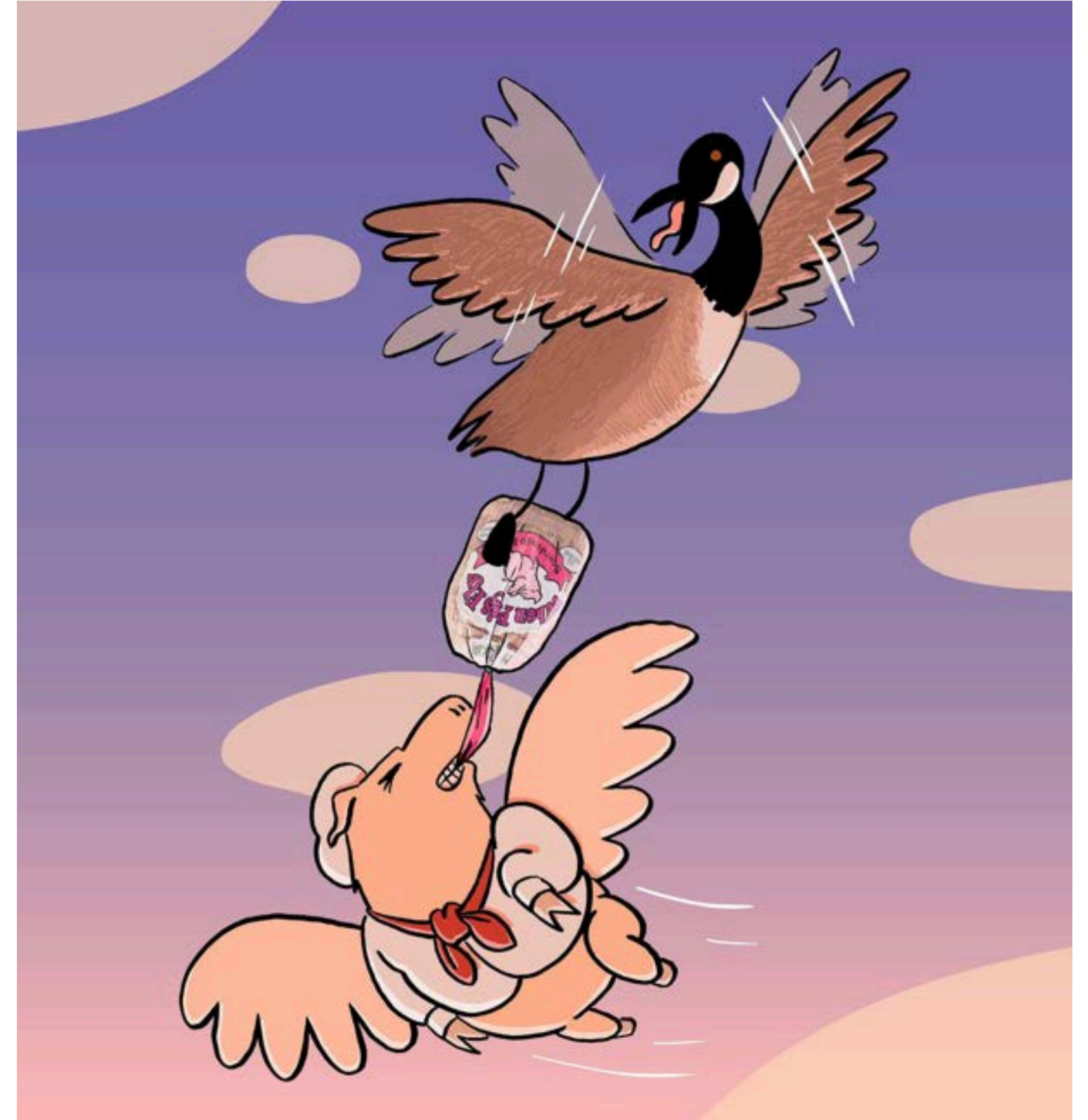


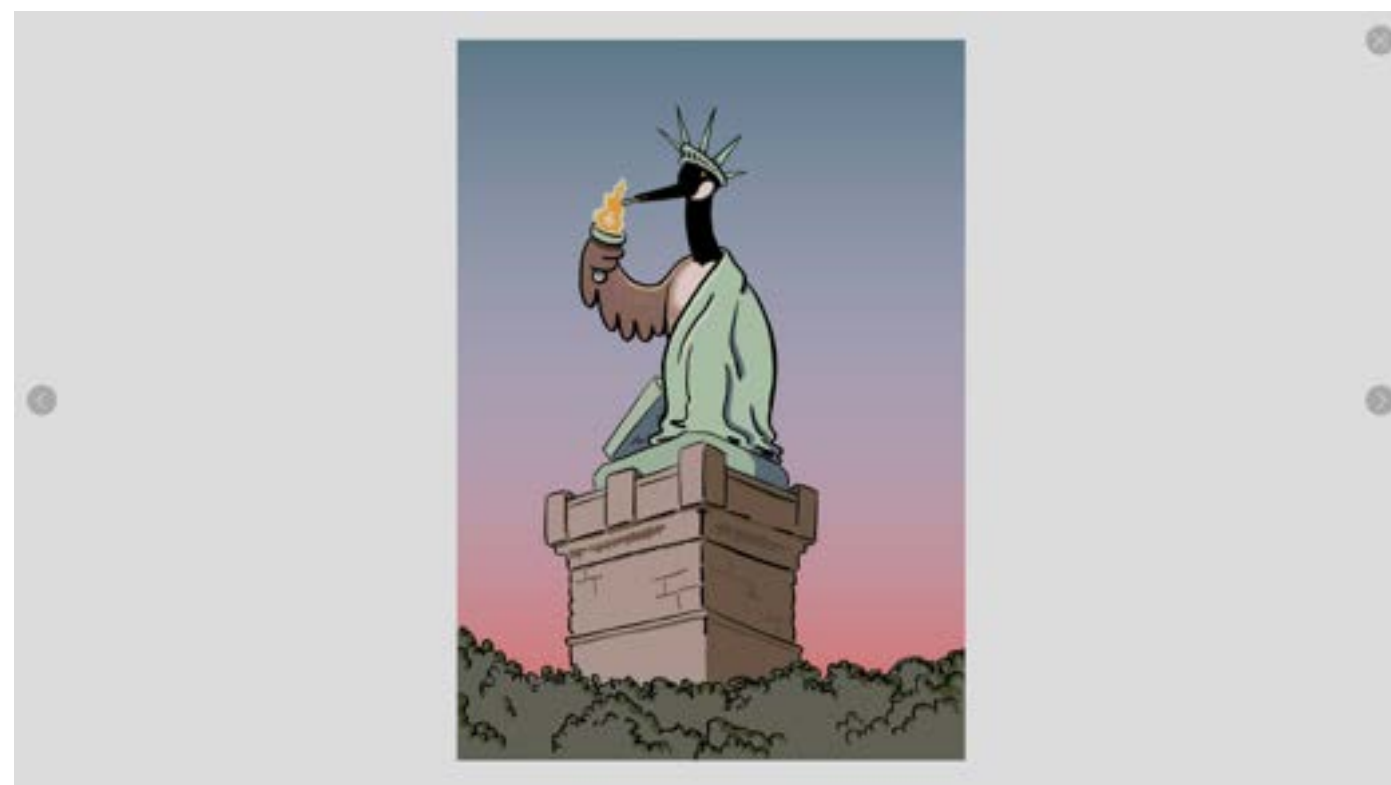
Goose Gallivanting the Globe:

Webcomic; 45 single-panel comics published on weekdays via [@thegallivantinggoose](https://twitter.com/thegallivantinggoose) and josephbroom.cargo.site/goose-cartoons. Illustrated on A4 cartridge paper and colored digitally via Photoshop.

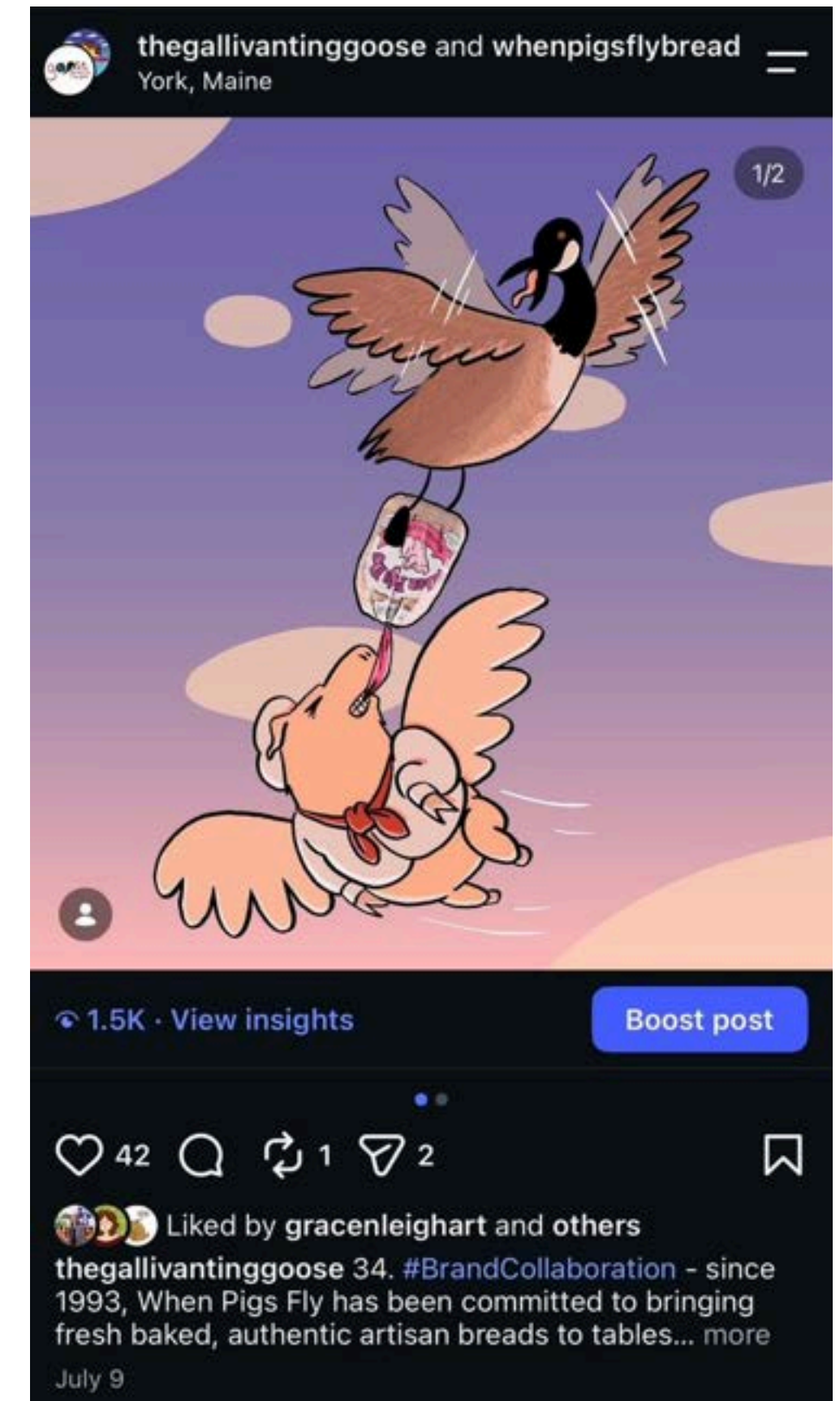
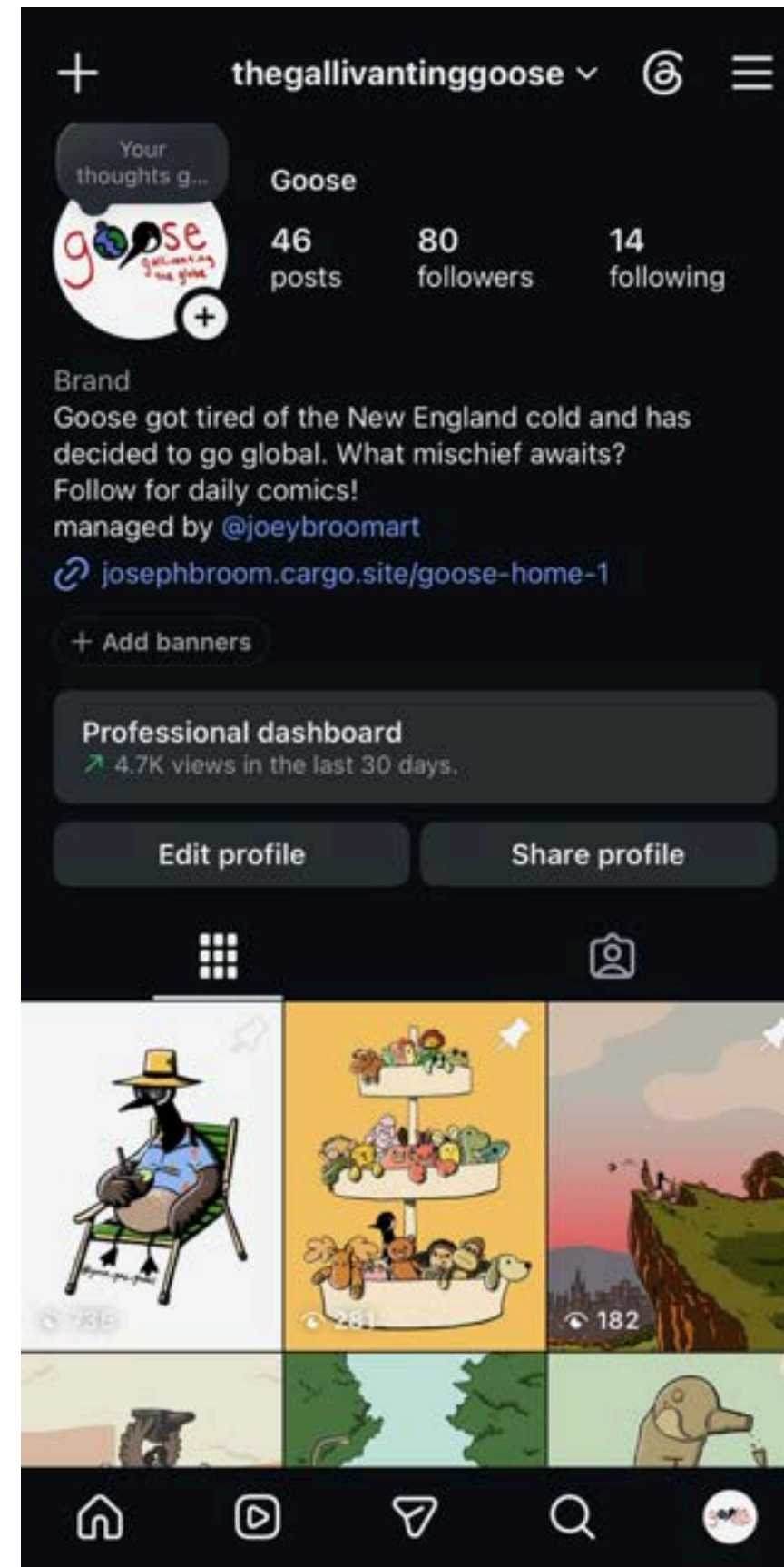


Brand collaborations: Crossover between *Goose Gallivanting the Globe* and *Bob the Vampire* with cameos from other MA Illustration characters, featuring contributions from Alexis Bowden, Helena Frawley, Gracen Leigh, Claire McCormack, Fiona McCurdy, Zhuosi Meng, Adrian Ramirez, and Qiyang Tang (left). Collaborative comic / advertisement with When Pigs Fly Bakery, featuring When Pigs Fly imagery and branding (right).





Online presence: website, social media





Guerrilla marketing: Stickers, fliers, zines

Clockwise from top left: New York City (1-2), Copenhagen (3), Rye, New Hampshire (4), Portsmouth, New Hampshire (5), Edinburgh (6), Glasgow (7)





Postgraduate Showcase Exhibition:

Goose News Mock Newsstand, containing newspapers, magazines, original art, a Goose standee, and business cards; built using metal racks, cardboard scraps, foam board, and fabric



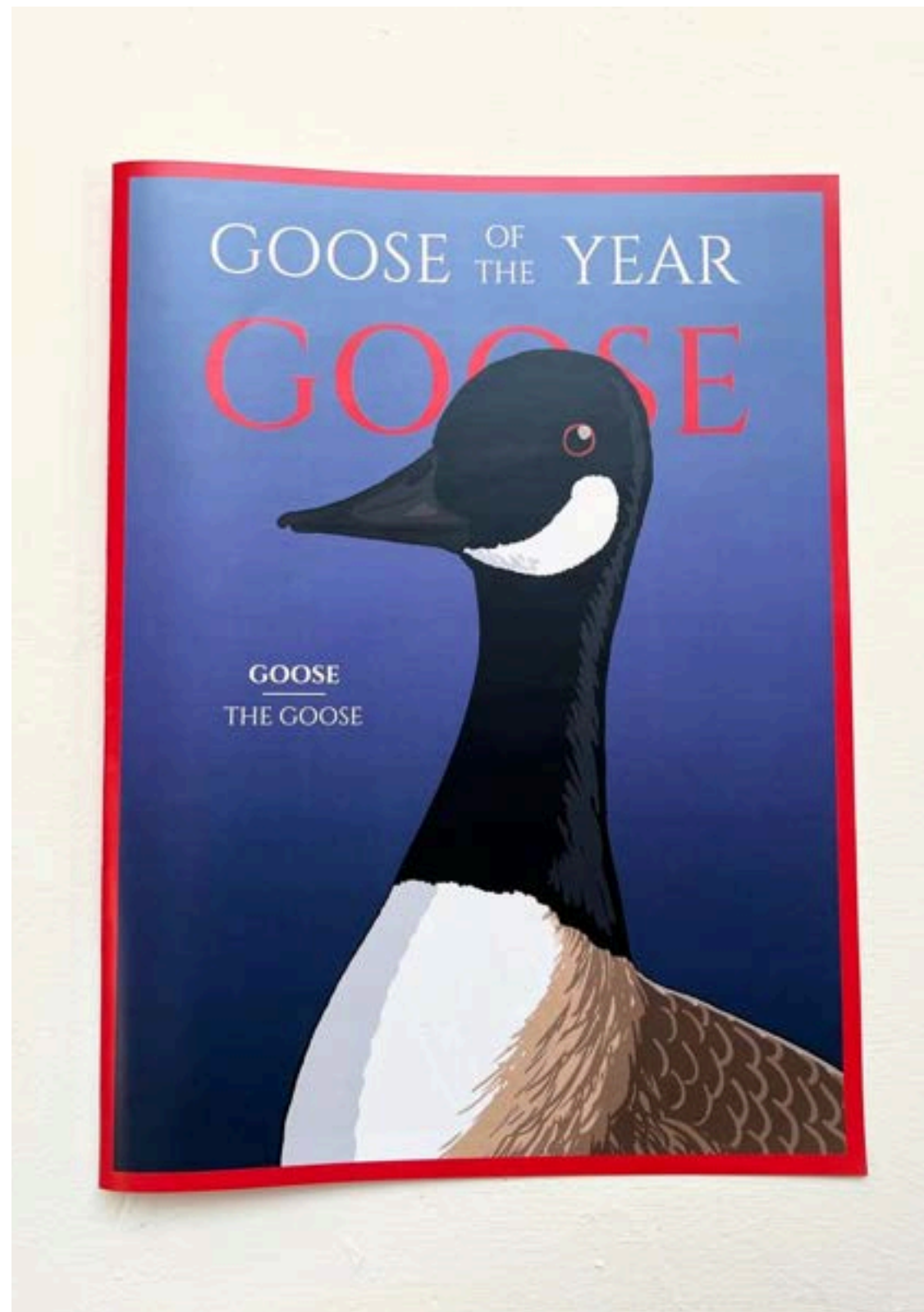


The New Goose Times: newspaper displayed with exhibition. Featured comic includes contributions from Alexis Bowden, Helena Frawley, Gracen Leigh, Claire McCormack, Fiona McCurdy, Zhuosi Meng, Adrian Ramirez, and Qiyang Tang.

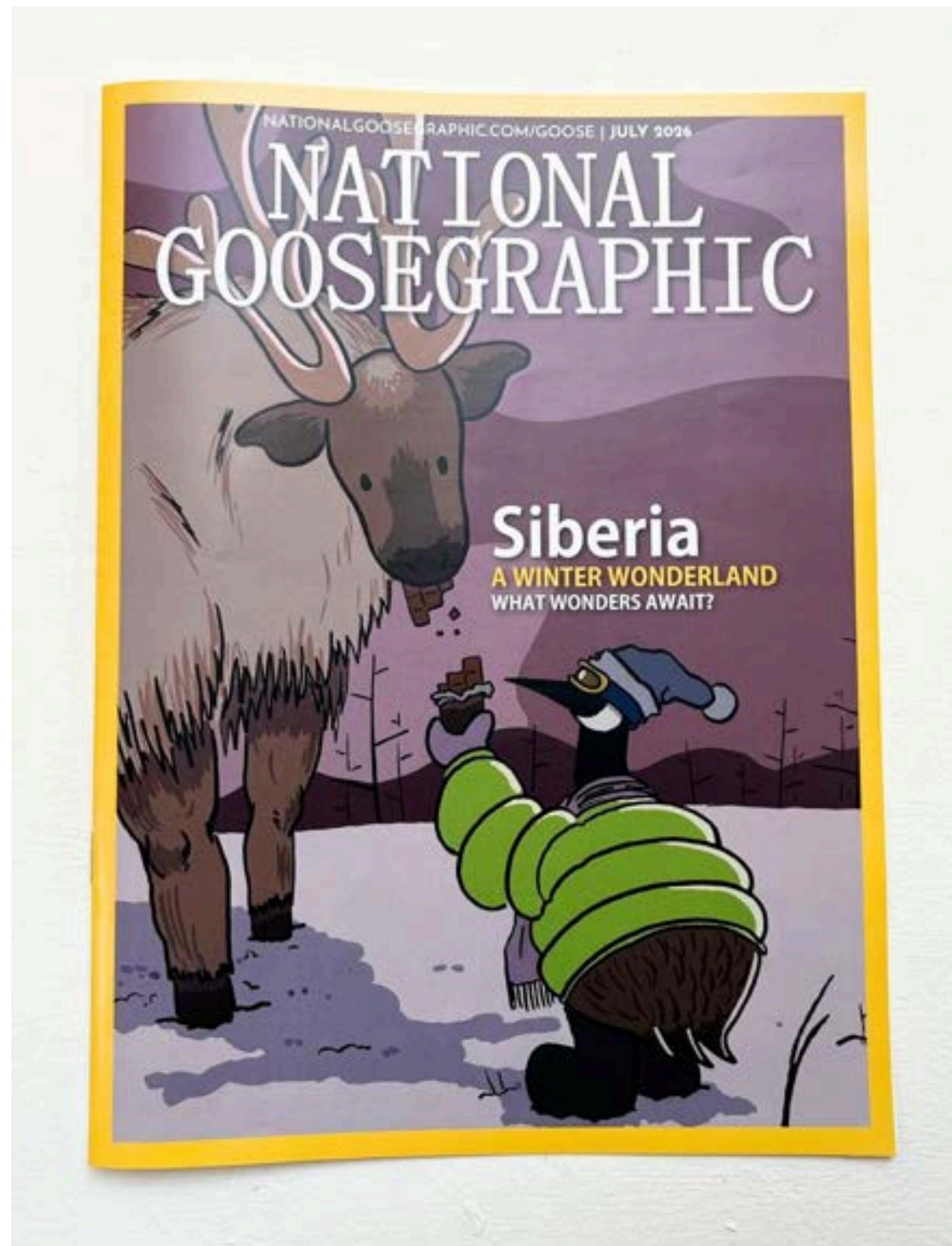




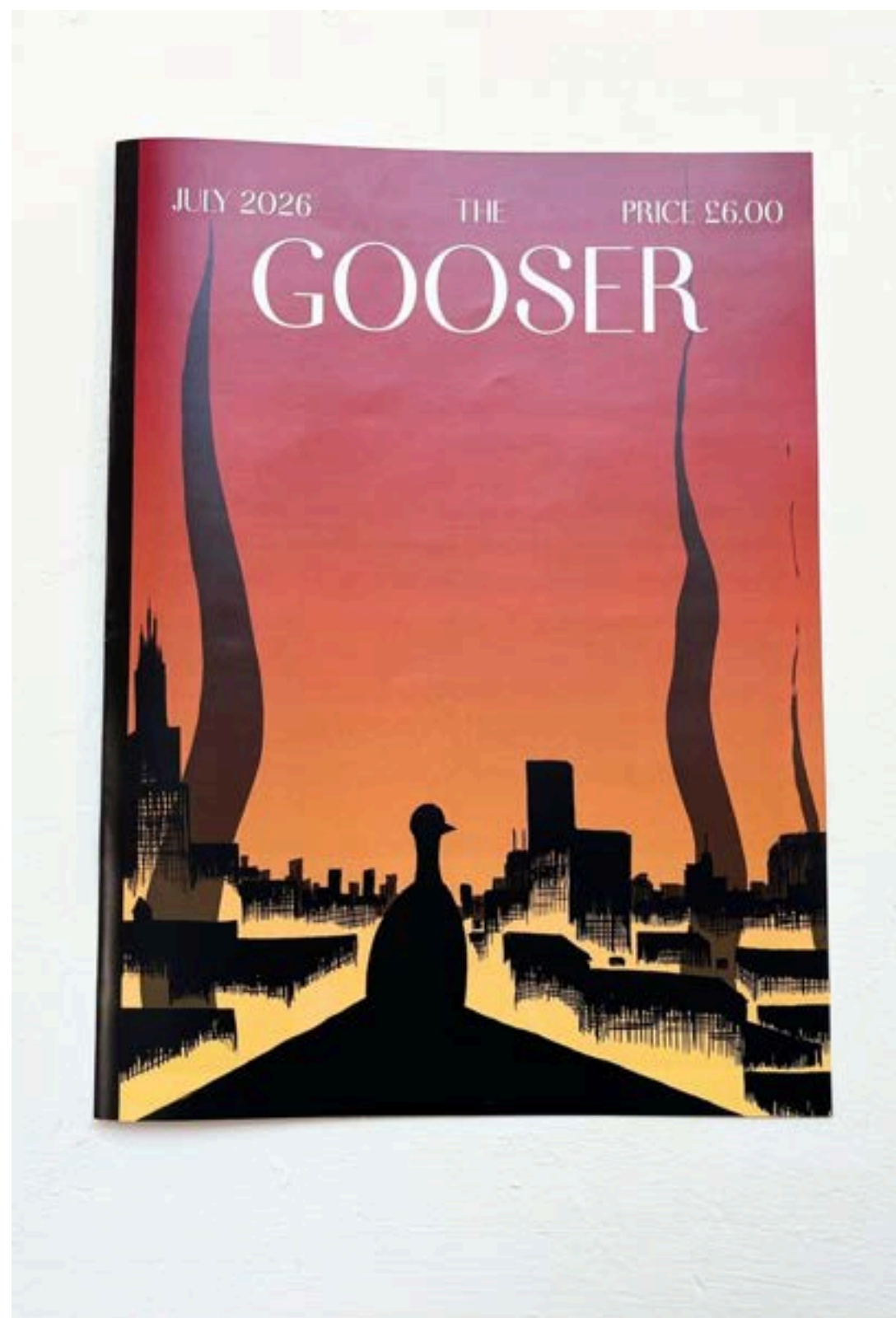
GGOOSE: magazine displayed and sold as merchandise



GOOSE: magazine displayed and sold as merchandise



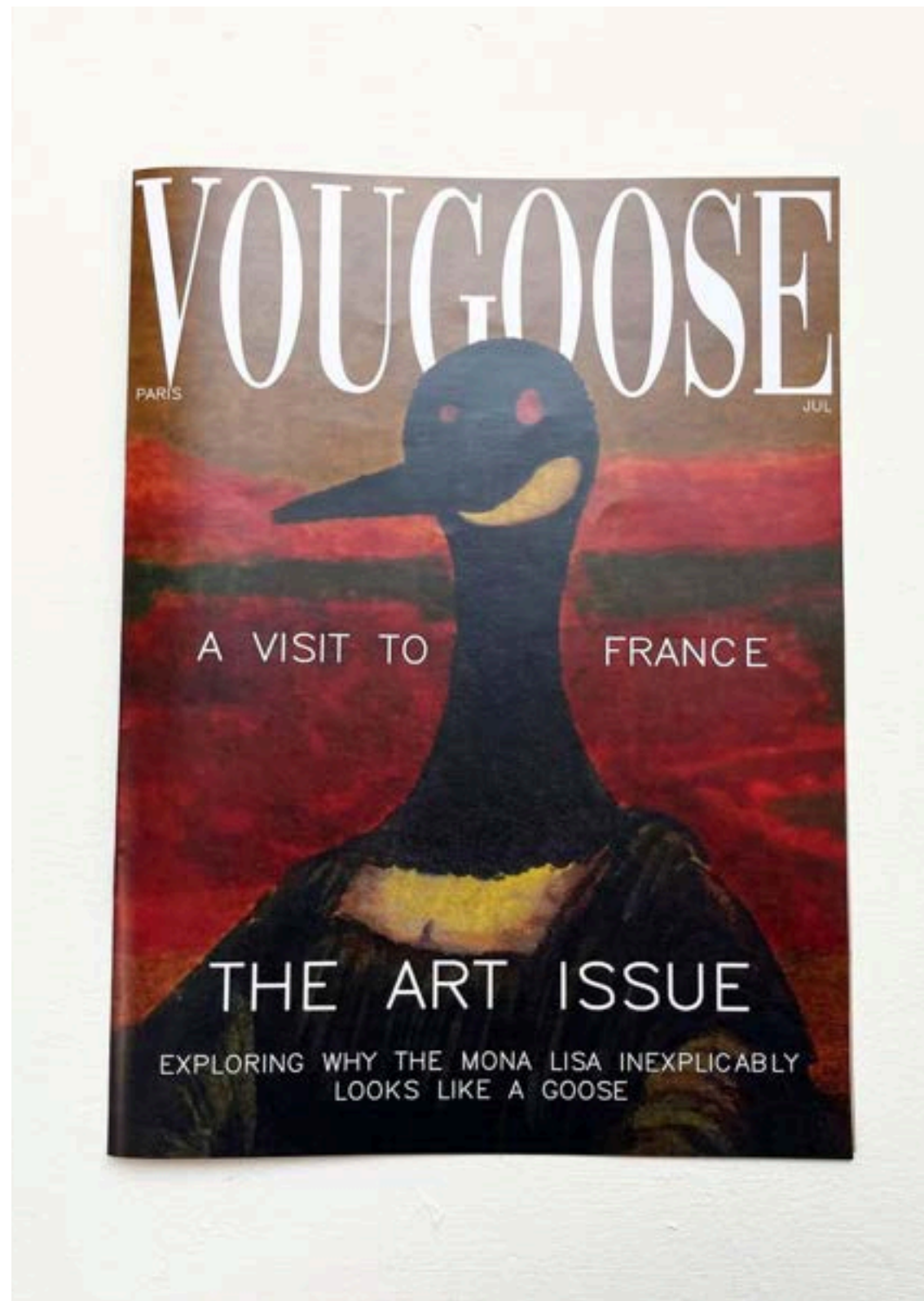
National Goosegraphic: magazine displayed and sold as merchandise



The Gooser: magazine displayed and sold as merchandise



The Goose Daily: magazine displayed and sold as merchandise



Vougoose: magazine displayed and sold as merchandise



Stickers: Clockwise from top left: Beer Hat Goose, Chibi Goose, and Tropical Vacation Goose; distributed as promotional materials and sold as merchandise





Life Is Goose T-shirt: displayed and sold as merchandise

