

UNIVERSITY OF MISSISSIPPI
REBEL MASCOT SELECTION COMMITTEE
FINAL MASCOT POLL
October 6-12, 2010

Ole Miss

Things to consider:

Ole Miss has not had an on-field mascot to represent the Ole Miss Rebels in more than seven years.

The Ole Miss students overwhelmingly voted in favor of initiating a student-led process that would result in the search for a new Rebel mascot.

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The student Rebel Mascot Selection Committee has been committed from the start to a completely open, inclusive and transparent process to identify the best on-field mascot for the Ole Miss Rebels.

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After receiving more than 1,000 suggestions and reviewing the feedback from more than 33 focus groups, the Rebel Mascot Selection Committee sought input on the top 11 Ole Miss Rebel mascot concepts from students, faculty, staff, alumni and season ticketholders. More than 13,000 Rebel fans participated in the poll.

Ole Miss

96% of the polling participants had a positive response to at least one of the mascot concepts.

Ole Miss

The most positive and well-liked ideas included
(in alphabetical order):

Bear
Horse
Hotty Toddy
Land Shark
Lion

Ole Miss

Where we are now:

Since the top five Ole Miss Rebel on-field mascot concepts were identified, the committee has been hard at work with the mascot design professionals developing graphic depictions of each.

Ole Miss

The committee has spent a great deal of time evaluating the mascot concepts using the criteria established through the focus groups. Based on these criteria, the ideal Rebel on-field mascot would:

- Unify the Ole Miss Community
- Have a Mississippi Connection
- Be Unique
- Adapt from Grove to Game
- Fit Ole Miss Culture
- Project a Proud Image
- Be Timeless, Not Trendy
- Have the Ability to Be Active
- Appeal to Children

Ole Miss

Considering these values, the committee has eliminated two concepts for the following reasons:

The Rebel Lion - Although many responded positively to the play on the words in “Rebellion,” and “The Pride of the South,” the committee concluded that the connection to Mississippi and Ole Miss was not strong enough for this concept to be viable.

The Rebel Stallion – Many were enthusiastic about a live horse as a mascot to lead the Ole Miss Rebels. However, because of limited space on the stadium sidelines and in other athletic venues, the committee soon realized that a live horse would, at most, have a brief and limited role at the beginning of each football game. As a result, this mascot idea ultimately turned on the appeal of a costumed horse to lead our teams during all games (including basketball, baseball and other venues where live horses would not be practicable) and to attend special events. Very little support for a costumed horse emerged in the focus groups and among the student committee, which led to the elimination of the Stallion concept.

Based upon the earlier poll, the Rebel Stallion and the Rebel Lion were the fourth and fifth most popular concepts. Thus, the committee was comfortable eliminating them based upon the reasons described above.

The Rebel Mascot Selection Committee devoted a great deal of time evaluating the Hotty Toddy concept. This concept has one of the strongest tie-ins to Ole Miss tradition, and it is truly unique to the Ole Miss Rebels' fan base. Although it began as two characters, in the development phase this concept evolved into a single mascot proposal.

The Rebel Mascot Selection Committee is very excited to introduce the final three concepts:

The Rebel Land Shark

The Rebel Black Bear

Hotty Toddy

Ole Miss

The Rebel Mascot Selection Committee has recommended, and has been assured, that the University will not use the new mascot in a way that would undermine the Ole Miss Rebel brand. The new mascot will not lead to our becoming the Ole Miss Bears, the Ole Miss Land Sharks, or the Ole Miss Hotty Toddys.

**WE ARE, AND WILL REMAIN,
THE OLE MISS REBELS.**

Ole Miss

THE REBEL LAND SHARK

SELECTION CRITERIA

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The Rebel Land Shark is based on a tradition begun by the late Rebel football player Tony Fein, whose “Fins Up” hand motion has already caught fire with Rebel fans. The Rebel Land Shark would be a living embodiment of this tradition, complete with a shark head and fin. The Land Shark is a result of an organic movement on campus and would be unique to the Ole Miss Rebels. Many in the Rebel family have already embraced the Land Shark, making it a growing part of the football game-day experience, and the Land Shark has begun to spread to other sports, too.

THE REBEL LAND SHARK

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Considerations that have emerged during the development process:

The Committee liked that The Rebel Land Shark is an organic idea born from a student athlete, and that while fierce on the field, The Rebel Land Shark is playful with children, and thus a strong youth mark, attracting new Rebel fans.

THE REBEL LAND SHARK

GROVE
ATTIRE



GAME DAY
ATTIRE



THE REBEL BLACK BEAR

SELECTION CRITERIA

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In Mississippi, many stories that have been shared for generations center around our native black bear. In William Faulkner's "The Bear", Old Ben, a formidable black bear, is a symbol of pride, strength, and toughness. Additionally, the legend of the "Teddy Bear" originated in Mississippi when President Teddy Roosevelt refused to shoot a defenseless bear on a Mississippi hunt in 1902. The Rebel Black Bear, an imposing figure, would intimidate any opponent and be a real source of school spirit. Off the field, The Rebel Black Bear would be an Ole Miss ambassador, full of pride and welcoming any opportunity to spread the joy of being a Rebel.

THE REBEL BLACK BEAR

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Committee considerations that have emerged during the development process:

The Rebel Black Bear can be fierce and intimidating, but would also appeal to children making it an excellent youth mark.

THE REBEL BLACK BEAR

GROVE ATTIRE



GAMEDAY ATTIRE



HOTTY TODDY

SELECTION CRITERIA

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Nothing says Ole Miss like these two words... Hotty Toddy. They embrace the culture at Ole Miss like nothing else. Southern charm, hospitality, pride, tradition... Hotty Toddy means all of that and more. Among the Ole Miss family, these words have become a familiar greeting, a way of connecting with others through a shared love of Ole Miss.

Ole Miss

HOTTY TODDY

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Committee considerations that have emerged during the development process:

Our greatest challenge has been deciding how to represent Hotty Toddy as a character. This mascot concept has gone through more iterations than any other throughout the selection process. This idea has evolved from a pair of characters into the ultimate Ole Miss Rebel fan. Hotty Toddy would be an athletic, entertaining character whose stunts would rally and energize fans as well as intimidate mascots of opposing teams across all Ole Miss athletic programs.

HOTTY TODDY INSPIRATION



The Ole Miss Rebel Hotty Toddy character would include a gray body suit with built-in muscles and a full facemask

Because this concept is based more upon its name and personality than its appearance, the committee has also included information about Hotty Toddy's personality and how this mascot could impact game day. The Hotty Toddy mascot concept has been inspired in part by the past performances of former Ole Miss cheerleaders led by stuntman Ty Cobb. Cobb and other Ole Miss cheerleaders evolved into the [Bud light Daredevils acrobatic team](#) and served as the inspiration for many of the modern-day pro mascot personalities ([link 1](#), [link 2](#), [link 3](#), [link 4](#), [link 5](#)).

HOTTY TODDY



GAMEDAY
ATTIRE



GROVE
ATTIRE



Ballot Screenshot

Rebel Black Bear



- I love this mascot.
- I like this mascot.
- I can accept this mascot.
- I dislike this mascot.

Rebel Land Shark



- I love this mascot.
- I like this mascot.
- I can accept this mascot.
- I dislike this mascot.

Hotty Toddy



- I love this mascot.
- I like this mascot.
- I can accept this mascot.
- I dislike this mascot.

SUBMIT MY VIEWS