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'Lemonhead' & 10 other horrific brand mascots

From greasy mucus balls in sleeveless tees to bald-headed muscle men with gold earrings, why must so many brand mascots give off a creepy vibe?

By **Cara Hutt**

updated 4:00 PM EDT, Wed May 21, 2014

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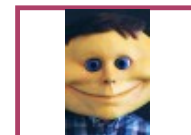
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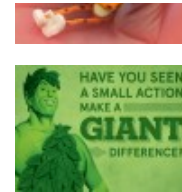
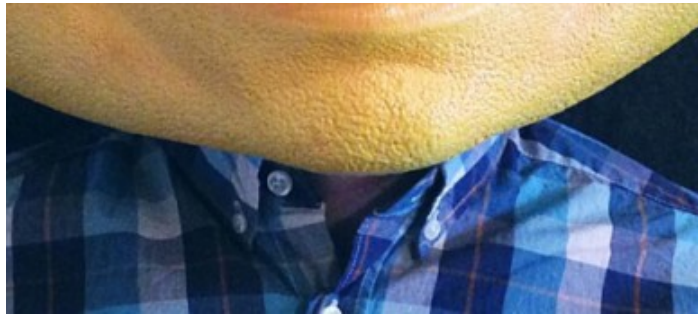


IMAGE CREDIT: FERRARA CANDY CO.

'Lemonhead': Lemonheads new mascot -- He has giant eyes, a smirky smile, a tuft of toupe-like hair and -- oh yeah -- a lemon head on a human body! Need we say more?

Two iconic brands rolled out new mascots this week, and they may just haunt your dreams.

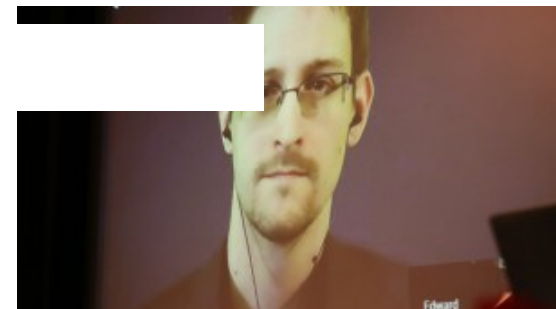
Ferrara Candy Co. introduced its new Lemonheads mascot, replacing their previously harmless cartoon logo. Now, the brand is fronted by a man-lemon hybrid -- he has the body of a human and the head of a lemon (plus a toupe-esque tuft of hair).

And, adding to its long line of slightly scary mascots (we're looking at you "Hamburglar"), McDonald's also rolled out "Happy," a grinning Happy Meal box with legs, arms and teeth. As you may have guessed, Twitter was aflutter with **reactions** like, "Happy. It's the meal that eats you."

So, why the change?

For Lemonheads, it was all about looking more youthful. Dawn Sykora, director of marketing for iconic brands at Ferrara, told the **Chicago Tribune** that research showed the previous branding was "outdated," so they decided to make a change.

Sykora said of the new icon, "He's kind of grown up, but he's lost that little boy look off the package."



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director of U.S. marketing for McDonald's, told **CNN**, "Happy is not for everyone. He's about having fun. Really for kids and families."

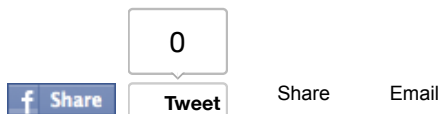
Lemonheads and McDonald's aren't the only ones reinventing their mascots or making them a more prominent part of advertising. Many brands see the mascots as a way to better engage with customers.

Companies want a face behind their social media accounts -- rather than just a logo pushing public relations and marketing messages.

Many of the most recognizable (and, to some, unsettling) mascots, like Snuggle's "Snuggle Bear" ([@Snuggle_Bear](#)) and Cheetos' "Chester Cheetah" ([@ChesterCheetah](#)) have their own social media accounts.

The problem with these branded characters, it seems, lies in attaching a personality to something that maybe really shouldn't have one -- like a man with a lemon-shaped head.

Here we look at some of the mascots we'd least like to run into while walking in a dark alley.



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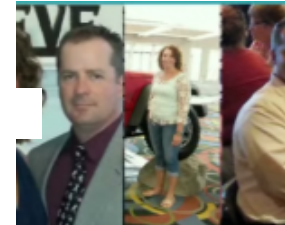
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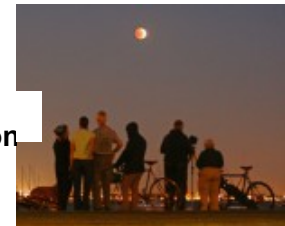
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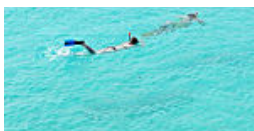
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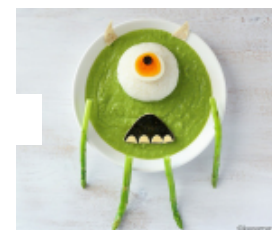


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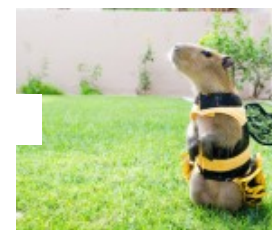


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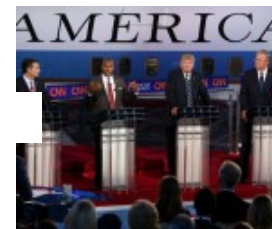
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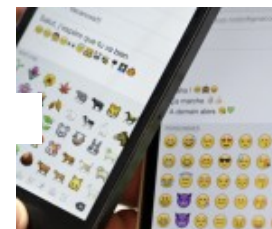
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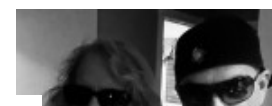
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