



In the great tradition of Ben Franklin, Roy Rogers and Forrest Gump, ZIGGY delivers his own homespun philosophy. ZIGGY is Everyperson, the part of us that harbors warm feelings and good intentions that sometimes get stepped on by a reckless world. ZIGGY may not always win, but he's always trying and he knows we're in this together.

Consumer Target

- Primary: Men/Women 18-45
- Secondary: Mothers of Children 2-11, Juniors 9-14

Media

- Television: *Ziggy's Gift*, Emmy award winner for "Outstanding Animated Special"
- Tom Wilson appeared on *The 700 Club* March 10, 2009, to promote his memoir, *Zig-Zagging*
- Internet: Visit ZIGGY on the web at www.ziggy.com!

Brand Essence

- Dist. by Universal Uclick since 1971
- Enormous cartoon bank cataloged in over 55 categories, spanning 37 years of ZIGGY
- Evergreen property with enormous staying power
- Children and adults have a special place in their hearts for ZIGGY
- ZIGGY has edgy potential, while still reflecting nostalgia and positive messages
- Popularity evidenced by the best selling books and calendars from Andrews McMeel Publishing

Licensing Notables

- 50 million ZIGGY greeting cards sold to date
- Relaunched greeting card line with American Greetings for May 2009
- Over 8000 different types of products since 1971
- ZIGGY'S 32nd Comic Collection launched in September, 2008!
- ZIGGY was featured as a 35-foot magician in the 2009 Pro Football Hall of Fame Enshrinement Parade

Don't Forget

- Ziggy's 40th Anniversary is next June 2011!

Marketing Support

- ZIGGY appeared on the CBS Jumbotron Billboard, Times Square New York, from March-July 2009
- Tom Wilson presented "Branding With Character" at the LIMA Licensing University
- Yearly book signings at the Licensing Expo
- Award-winning book, *Ziggy On Parade*
- Market awareness in Target and Wal-Mart with greeting card line
- Market awareness in Boutiques and Department Stores with tees & fleece

Merchandise Program

- Altru Apparel
- American Greetings
- Andrews McMeel Publishing
- Andrews McMeel Publishing Calendars
- BFS Entertainment & Multimedia LTD.
 - Dynamic Displays, Inc.
 - Earth Day Network
 - Lasermach, Inc.
 - Leukemia & Lymphoma Society
 - Medical Arts Press
 - Mighty Fine
 - Nanco
 - Save the Earth
 - Sellers Publishing Inc./RSVP
 - World Food Day
 - Zazzle

Target Categories

- Stationary
- Apparel
- Event/promotion
- Toy/Plush
- Home decor/bedding
- Jewelry
- Games



"The lovable, universal EVERYMAN!"



An Andrews McMeel Universal Company

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