



Thanks to its delightful artwork and irreverent humor, this hilarious comic by writer Mikael Wulff and illustrator Anders Morgenthaler has grown from an underground sensation to one of the biggest and most popular strips in Europe. WuMo's inventiveness is reminiscent of their countryman Hans Christian Andersen, if Andersen's fairy tales had been populated by sadistic pandas, disgruntled office workers, crazy beavers, Albert Einstein, Snoop Dogg and Darth Vader.

[www.gocomics.com/wumo](http://www.gocomics.com/wumo)

### Consumer Target

- Primary: Men/Women 18-60
- Secondary: Children 14-28

### Brand Essence

- Distributed in Europe since 2003, brought to North America and rest of the globe by Universal Uclick in 2013

### Marketing Highlights

- Largest syndicated comic launch in Universal Uclick history
- WuMo is available worldwide in markets including Tokyo, London, Bangkok, New York City, Chicago and Boston
- Large, loyal online presence at GoComics.com
- Creators Wulff and Morgenthaler run kindofnormal.com, the most popular comedy site in Scandinavia, and are the brains behind four TV shows

### Target Categories

- Stationery/Greeting Cards
- Event/Promotion
- Home Decor/Bedding
- Apparel
- Apps/Games

### Licensing Notables

- 14 books published
- 2015 and 2016 calendar deals with Andrews McMeel Publishing
- Success in the European markets with T-shirts, mugs, greeting cards, games and puzzles



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