

It's the little things that make life wonderful. ZIGGY is one of those little things.

Tom Wilson's Ziggy wandered into the hearts of readers nearly 30 years ago. Everyone can root for Ziggy in his average, sincere life – and this may account for his long popularity. People are not only amused by the strip, but they also incorporate it into their daily routines. For millions of readers, Ziggy's rotund dog, living room chair and yapping television are as familiar as their own belongings. Ziggy has become the most classic face on the comics page today.

Since ZIGGY's premiere in 1971 it has gained an enormous following of readers from all walks of life. Ziggy's irrepensible attitude helps people laugh at their own setbacks, and reminds them of the joys that exist in simplicity. In a life filled with troubles, he always finds time to watch the sunsets.

About the Creator:

Tom Wilson II has been drawing ZIGGY since 1987. It seems to come very naturally to Tom, whose father created the cartoon and whose family includes many artists. Even his school-age children, Miles and Sam, are showing a talent for art.

Tom studied graphic design at Miami University and fine art and illustration at Boston University. Tom graduated in 1981 and soon after became the Director of New Product Development for Amtoy, a New York City-based toy company. After leaving Amtoy, Tom devoted his full attention to cartooning and fulfilled his childhood dream of drawing ZIGGY.

He pursues his ongoing passion for creative development as president of Ziggy and Friends, Inc., where he directs ZIGGY licensing, and as a conceptual thinker for Richard Saunders International, a world-renowned creative think tank in Cincinnati, Ohio.



feature type
comic panel

frequency
7x / week

delivery methods
FTP, Uclick®

target audience
general appeal



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