



# Phoebe and Her Unicorn

by Dana Simpson

*Phoebe and Her Unicorn* is the story of an unlikely friendship between Phoebe, a precocious child, and Marigold, an arrogant unicorn. After their paths cross in the woods one day, nothing will ever be the same. This is a comic about childhood, friendship, magic and humor.

[www.gocomics.com/phoebe-and-her-unicorn](http://www.gocomics.com/phoebe-and-her-unicorn)

## Consumer Target

- Primary: Girls 6-12, Adults, and *Calvin and Hobbes* fans

## Marketing Highlights

- Debuted internationally in March 2015 as one of the largest syndicated comic launches in Universal Uclick history
- A loyal audience on the Web
- Appears in more than 100 newspapers
- More than 20k copies of first book sold since September 2014. Second book published in May of 2015
- Winner of Amazon's "Comic Strip Superstar" contest

## Merchandise Program

- Andrews McMeel Publishing

## Target Categories

- Stationery
- Gift
- Event/Promotion
- Office Supplies
- Apparel
- Games
- Party Goods



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