

Developing Character

Ziggy artist Tom Wilson gathered a pool of marketing experts, copywriters, and illustrators to form Character Matters—a service company that specializes in creating, developing, and revitalizing characters for branding and licensing.

Joining Wilson is Sue Dreher of Ziggy & Friends, and key marketing, branding, and licensing industry colleagues. Character Matters has several new clients and seeks to speak to companies regarding application of its creative process.

Although Wilson is best known for his Ziggy work, he also spent more than 12 years as a “trained brain” for Cincinnati-based innovation think tank Richard Saunders International.

