



Woodsy Owl's Mission

Woodsy Owl wants you to discover the outdoors and keep America clean! Woodsy Owl is America's only icon for the conservation of the environment. Royalties from the Woodsy Owl Licensing Program are invested in US Forest Service Conservation Education Programs.



Strategic Fundamentals



Target

Environmentally conscious adults and their families



Brand Role

To get adults and families to discover the outdoors and keep America clean!



Brand Essence

When environmentally conscious adults and their families hear Woodsy Owl, they think: all-American and mainstream, whole some, fun, outdoorsy, adventurous and caring.



Competitive Advantage

Woodsy is the one and only character (or property) who champions the environment. Importantly, his credibility comes from his USDA Forest Service roots.



Proof of Concept



Woodsy is the only license-able character that communicates instant-affiliation with the outdoors and the environment.



Sales of licensed products exceed \$500,000.



Woodsy is high profile

- Every year Woodsy visits over 500,000 schools where millions of fans surround him. He also makes public appearances on Earth Day and other occasions.

- Over 300,000 schools participate in the National Garden Club Woodsy Owl Poster Contest.

- Millions of educational booklets and other materials are requested by teachers and distributed to students annually. Booklets engage kids in environmentalism.



Research shows that consumers are more likely and willing to purchase a product that is cause-related.



Contact Us - If you are interested in licensing Woodsy Owl, please contact:

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Or, visit WoodsyOwlProducts.com