

KING FEATURES
A UNIT OF HEARST

OLIVE OYL



THE LEADING LADY

Primary Consumer Target: Women 18+

Literally. Olive Oyl was on the scene delivering laughs to readers 10 years before her future sweetheart Popeye entered the picture. Olive Oyl has always been ahead of her time. Her personality is full of unapologetic quirks and complementary contradictions which make her equally relatable and charming.

A strong, independent woman, she knows what she wants and isn't afraid to say it...loudly. She is romantic and sentimental but refuses to settle for anything less than the passionate love she knows she deserves. While overly dramatic in one moment and no-nonsense in the next, Olive Oyl is always clever and resourceful as she puts her witty humor to good use.

Long before the body positivity revolution, Olive Oyl was embracing her tall, lanky and somewhat awkward figure, presenting herself as a very beautiful, glamorous and confident woman. And while she is proud to be a lady, her actions are not always lady-like. She's not afraid to stand up for herself and throw a punch if necessary but doesn't hesitate to call for help when she needs it.

- 👤 Video content available globally through **Amazon Prime Video**.
- 👤 **New comic strips released weekly**.
- 👤 Supported by fans on social across **Twitter, Instagram and Facebook** and **300K+ subscribers** on the **Popeye and Friends Official YouTube channel!**
- 👤 **Print-on-Demand** merchandise available at Popeyestore.com

Licensing

- 👤 Successful **collaborations with high-end fashion brands** including **Moshino, ZARA, United Colors of Benetton, Original Marines, Iceberg** and more!
- 👤 Custom apparel collection from Italian fashion designer, **Monnalisa**

Marketing

- 👤 **New Olive Oyl motion comic series** in development
- 👤 **Spokescharacter** for Ajinomoto Olive Oil advertising campaign (Japan) including print ads and tv commercials
- 👤 **Public mural** of Popeyeit ("female Popeye") in Israel
- 👤 **Limited-edition Popeye and Friends postage stamps** from the Australian Postal Corporation and limited-edition **postcards** in Italy.
- 👤 **New supplemental art:** trend guides releasing throughout the year.

Ready to take the lead? Contact us today!

Global Licensing: Carla Silva, csilva@hearst.com

Domestic Licensing: Jarred Goro, jgoro@hearst.com

Global Publishing: Christina Nix Lynch, christina.nixlynch@hearst.com

Brand Marketing: Beth Nock, enock@hearst.com



www.oliveoyl.com