

# The WORST-CASE SCENARIO® Survival Brand Sheet

## HOW TO:

- Find a Profitable Licensing Property
- Reach Every Market Known to Man
- Wow Your Customers with Great Ideas
- Turn Worst-Case Into Your Best-Case

[www.dimensionalandbranding.com](http://www.dimensionalandbranding.com)

## BACKGROUND

These quirky and impractical guides to surviving life's sudden turns for the worse are a true publishing phenomenon, with more than 8.5 million copies in print and dozens of weeks on the New York Times bestseller list. And now, they're a licensing phenomenon as well.

## FACTS AND STATISTICS

- The Worst-Case Scenario (WCS) Survival Handbook series began in 1999 and includes 14 books to date: the original, Travel, Dating & Sex, Golf, Holidays, Work, Parenting, College, Weddings, Book of Questions, Extreme Edition, Life, History and Great Outdoors
- The WCS books have sold more than 8.5 million copies total, and have been translated into 26 languages
- The WCS books have garnered rave reviews from national radio, the Today show, and a wide variety of major publications such as the New York Times, USA Today, Forbes, Money, Entertainment Weekly and more
- The WCS books and licensed product are distributed at all retail tiers, from specialty gift to big box mass
- The WCS Survival Game was created by University Games in Summer 2001 and sold more than 225,000 units in the first 6 months after it was released, with over 1 million units sold to date.

## BRAND VALUE

- Staying Power! Usually, what was hot yesterday is not hot today. The trick is to find the brand that has real staying power with lots of consumers at every phase of their life. WCS has it!
- WCS is a brand that appeals to everyone - multi-generational and cross-gender
- Established brand with global consumer awareness

**WORST-CASE  
SCENARIO**

## CURRENT LICENSEES

**Andrews McMeel** - mini-books & activity kits

**Chronicle Gifts** - stationery products

**Penguin Putnam** - Madlibs

**MeadWestvaco** - calendars

**Sunrise Greetings** - greeting cards

**Top Heavy Clothing** - t-shirts & headwear

**University Games** - board & card games

**CONSUMER DEMO**  
Men & Women - Tween-Adult

## CATEGORIES AVAILABLE FOR LICENSING

Stationary & Paper Products

Electronic Games

Interactive & Wireless

Gifts & Novelty

Gear & Gadgets

Apparel & Accessories



**DON'T PANIC.  
BE PREPARED.  
HAVE A PLAN.**



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For more information contact:

Marsha Armitage-Bristow, EVP Licensing  
Phone: (415) 442-5111  
Email: [marsha@dimensionalbranding.com](mailto:marsha@dimensionalbranding.com)