

Zoonicorn Newsletter

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A Note From Mark Lubratt



Dear Friends,

Licensing Expo 2026 has recently wrapped and we are thrilled to report that it was another banner event for Zoonicorn. The buzz at our booth was nonstop and incredibly energizing. So many people came up to us wanting to learn more about Zoonicorn and how they could be a part of what we are building.

Undoubtedly, the biggest highlight during the show was our special event to announce the new feature-length 3D CGI animated film, titled “Zoonicorn: The Original Dreamer.”

You can read more about the movie elsewhere in this newsletter, but suffice to say, we could not be more proud or excited to be moving forward with this major milestone. The movie will be a huge opportunity to drive awareness, build momentum and get fans even more excited about what’s to come.

And we are already starting to see the effects – in the coming weeks and months, you’ll be hearing about more Zoonicorn licensees and agents coming on board worldwide. Sometimes I have to pinch myself when I look back at how far we’ve come in a little more than ten years. And we couldn’t do any of this without all of you.

The Zoonicorn brand – and the Zoonicorn family – continues to grow, thrive and expand. We thank you for continued support as, together, we enter into this exciting new chapter!

—Mark Lubratt,
CEO/Creator of Zoonicorn

THE BIGGEST ZOONICORN ADVENTURE YET IS ON ITS WAY –

ZOONICORN: THE ORIGINAL DREAMER

In this feature-length computer-animated movie, a young girl from the waking world embarks on a thrilling journey into the Zooniverse, crossing paths with all the characters you know and love from the series — along with some brand new faces. However, not all is well in this magical dreamland. As imagination fades and dreams disappear, the very existence of the Zoonicorns and the Zooniverse hangs in the balance.

Featuring a colorful cast of characters, plenty of laughs, and the same positive messages of persistence, optimism and resilience, "The Original Dreamer" is a thrilling adventure that's a blast for the whole family! Coming to select theaters and full streaming Q4 2027.

"Zoonicorn: The Original Dreamer" is directed by Michael Johnson (A Winnie the Pooh Christmas) and J'net Smith, and written by 2X Emmy winner Mark Zaslove (The New Adventures of Winnie the Pooh, DuckTales, LazyTown), with animation by Dream Mechanics Entertainment.

"We are thrilled to have found the perfect partner in Dream Mechanics," says Zoonicorn creator Mark Lubratt. "They instinctively get the Zoonicorn sensibility, ensuring that the new film will capture everything our fans have come to love about the series."



EXCLUSIVELY ANNOUNCED AT LICENSING EXPO 2026!

Zoonicorn Characters Light Up the Show Floor!



Licensing Expo 2026 recently concluded, and we're happy to report it was another smashing success for Zoonicorn.

The show began with our exclusive opening day breakfast event, where we were thrilled to announce production of the first-ever Zoonicorn feature film, "The Original Dreamer". Our guests told us they can't wait to see the film...and neither can we!

On the show floor, we unveiled our redesigned and expanded booth – brighter and more engaging than ever. Attendees seemed equally excited by the new space, as the flow of foot traffic remained high and sustained throughout the three days of the event.

Zoonicorn Characters Light Up the Show Floor! (cont.)



Our 16.5-foot-tall inflatable Promi was easy to spot once again, standing near the entrance to the convention floor. After several years in the same spot, Promi has become an iconic figure at the show. Everyone attending the Expo knows if they are looking for a place to connect, Promi's Place is the ideal meeting spot. This year, we added a second inflatable character to the festivities as Ene loomed large standing nearly 13 feet tall in our booth!

Our walkaround characters, Promi and Ene, were once again featured in the show's opening character parade. They captivated convention goers as they roamed the aisles, bringing smiles to the faces of all who met them.

Every year, Zoonicorn reaches new milestones at Licensing Expo and the 2026 show was no different. We were happy to reconnect with our current network and form new relationships with event attendees. Look for more announcements coming out of the show soon!

Social Media Updates

Zoonicorn's digital presence continues to gain momentum. Our social media partners, **The Wyld Bunch**, have helped obtain strong growth across Facebook, Instagram, TikTok and YouTube.



Our **Facebook**, **Instagram** and **TikTok** channels have achieved **1.6 million lifetime views**, with the platforms currently generating an average of **90K – 95K video views per month**. This ongoing monthly viewership reflects a steady level of audience interest and shows that the brand is continuing to attract regular content consumption across its key social platforms.

Engagement has also shown positive movement across the most recent five-month period compared with the previous five months, with average platform engagement across Facebook, Instagram and TikTok **increasing by 12.9%**. This highlights **increased audience interest and growing traction for Zoonicorns' social content** across these platforms.



Content visibility and overall engagement reflect how **Zoonicorn is connecting with families and fans across key markets**, particularly in the United States.

Our YouTube channel is now a primary content platform, surpassing **1.5 million lifetime views**. It specifically continues to gain momentum, averaging **25K – 30K views per month**. Viewership has **grown by 56% and watch time by 31%** compared to the previous five months.

These results reinforce the continued growth of the Zoonicorn brand with its target audience and **the effectiveness of its digital marketing**.

Zoonicorn Joins Children's Digital Wellbeing Framework Pilot Accreditation

Ever since he first began developing the core concepts for Zoonicorn, founder Mark Lubratt has always ensured that we are guided by the fundamental MESH (Mental Emotional Social Health) skills of optimism, perseverance and resilience. This was a part of who we have always been, even before MESH became the trending topic it is today.





Now, we are thrilled to report that Zoonicorn will be among the first to participate in the Children's Digital Wellbeing Framework pilot accreditation. This new program is being launched and spearheaded by Dr. Amanda Gummer, child development expert, founder of FUNdamentally Children and one of the foremost educational consultants in children's media. We are delighted to be recognized and excited to be a part of this critically important program.

Zoonicorn Joins Children's Digital Wellbeing Framework Pilot Accreditation (cont.)

Through the program, Zoonicorn pledges to take a children's wellbeing approach to brand development and work to comply with the guidance outlined in the Children's Digital Wellbeing Framework. The program recognizes Zoonicorn as a leading children's content creator, demonstrating a commitment to raising standards for children's safety, wellbeing and development in digital products and services.

"We are so pleased to be a part of this launch," adds J'net Smith. "The objectives of Dr. Gummer's new initiative align perfectly with the mission Zoonicorn has remained true to since its very beginning. We are so looking forward to working with Dr. Gummer and her team in the weeks and months ahead."

The Children's Digital Wellbeing Framework has been created under the auspices of the Thrive Digital Alliance, an independent social enterprise established to ensure that digital wellbeing is governed with the highest levels of integrity, transparency and evidence-led independence.





"Zoonicorn has shown leadership and commitment to the issue of children's wellbeing in our increasingly digital world by being one of the first brands to participate in the pilot of a new global standard on children's digital wellbeing."

Dr Amanda Gummer PhD, CDWF Coordinator