



Newsletter

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Mark Lubratt - Creator of Zoonicorn
Credit: License Global, Tom Hinckley

Best of Licensing Expo 2024

Last month, the Zoonicorn team headed to the annual Licensing Expo in Las Vegas, and it was Zoonicorn's best show yet!

Prior to the show, Zoonicorn's goal was to really blitz the licensing and retail industries, building brand awareness for Zoonicorn from as many digital touch points as possible. This included a paid social media campaign on LinkedIn, digital ads in the two leading industry publications: The Licensing Letter and License Global, and an excellent editorial story in The Licensing Letter. To complement the advertising efforts, Zoonicorn issued a press release announcing the new streaming platforms and licensed products. It received some great press, which you can see on Page 9. In addition, Zoonicorn also freshened up their website with the same strategic branding.



Licensing Expo 2024



Kicking off Licensing Expo, all 10,000+ attendees, including brands, manufacturers, licensees and retailers, and consumers who were visiting the aquarium were welcomed by the 16.5 ft. Promi the Zoonicorn inflatable from Big Events at the Mandalay Bay Convention Center. The Zoonicorn photo team took pictures of consumers and tradeshow attendees and gave out Polaroid's during key hours. Promi was so great that she landed a Page 4 exclusive in License Global's Day 1 "Daily." Zoonicorn also landed a mention in License Global's Day 2 "Daily," as well as in Total Licensing's Summer 2024 edition that was handed out at the show.

In total, Zoonicorn held over 80 meetings during the course of the 3 days at the booth. As a result, some of our current licensees have asked to expand their rights, and deals are already in the works with new licensees. We were so glad to meet with our many partners, who were in full force at the show, including Jayakumar P. (Toonz Media Group), Taft Flittner (SRM Entertainment), and Alan Sutton and Cynthia Hall Domine (Jay@Play).

Best of Licensing Expo 2024 (cont'd)



Zooniclaus Debuts at Our Booth



The Zoonicorn Team



J'net Smith Meets with Potential Licensees

LAS VEGAS
**LICENSING
EXPO 2024**



Taft Flittner,
President of SRM Entertainment



The Zoonicorn Booth

Hey, that's my picture on the new stainless tumbler!



Ingrid Dilschneider from
The Licensing Letter Magazine



Zoonicorn Products on Display

Best of Licensing Expo 2024 (cont'd)



@TaytumAndOakley
(3.1M+ Followers)



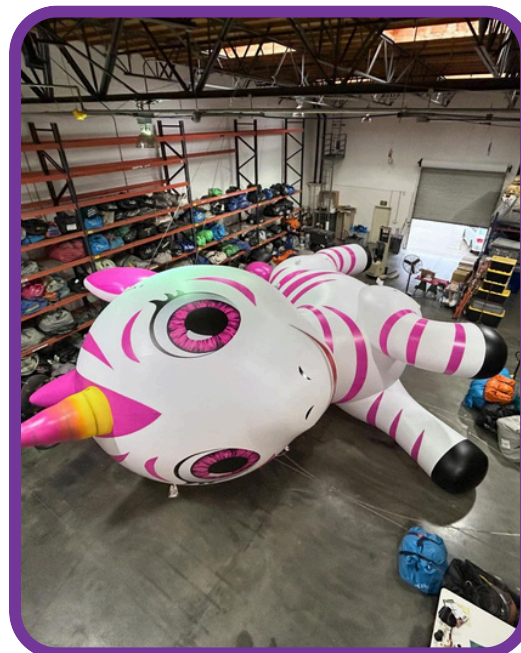
Alan Sutton & Cynthia Hall Domine
Jay@Play - Licensee Partners



@WynnBynnie
(235K+ Followers)

Big News!

Making its parade debut, the 35 ft. Aliel Zoonicorn parade balloon will be making its way to Las Vegas for the Summerlin Las Vegas 4th of July Parade. Aliel will also be headed to McAllen, Texas for a Christmas parade in the Winter! We'll keep you posted on other exciting events with Aliel as we hear about them!



Catch the Magical Adventures of Zoonicorn
on Amazon Prime

Thanks to
Toonz!



DID YOU HEAR THE NEWS? ZOONICORN IS NOW ON AMAZON PRIME VIDEO WORLDWIDE. STAY TUNED AND WE'LL LET YOU KNOW WHEN IT LAUNCHES IN THE US.

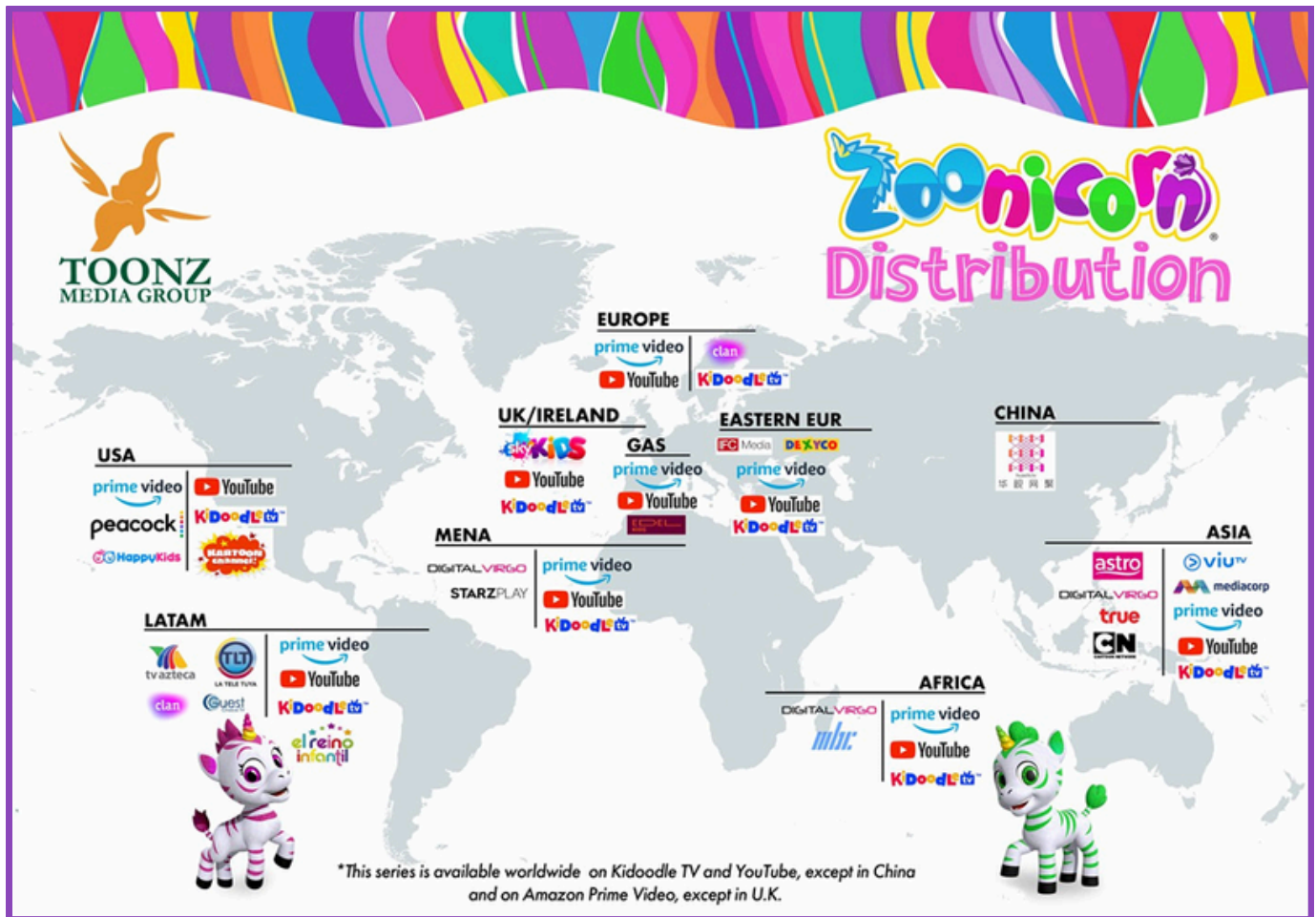


TOONZ HAS REACHED AN AGREEMENT FOR ZOONICORN TO DEBUT IN MULTIPLE BALKANS COUNTRIES, INCLUDING SERBIA, MONTENEGRO, BOSNIA, CROATIA, SLOVENIA AND MACEDONIA. DEXY CO KIDS WILL BEGIN AIRING ZOONICORN SEASON ONE, FOLLOWED BY SEASON TWO LATER THIS YEAR. THE RELEASE OF LICENSED PRODUCTS INTO ALL OF THE BALKANS COUNTRIES WILL FOLLOW.



IN THE US, FUTURE KIDS TODAY HAS EXTENDED ZOONICORN'S PLACEMENT ON HAPPY KIDS TV CHANNEL WITH THE ACQUISITION OF SEASON TWO OF THE SERIES. KABILLION HAS ALSO BEEN ADDED TO THE ROSTER OF US PLATFORMS.

Season 2 Coming Soon!



Bologna Children's Book Fair Provides International Leads

Senior Media Sales Consultant of Toonz Media Group, Maria Romanelli, was among the participants at the Bologna Children's Book Fair in Italy from April 8-11.

She held meetings to discuss collaborations and licensing opportunities for Zoonicorn. Many manufacturers were interested in learning more about the toy line with United Smile and the second season of the series.



All Eyes on Zoonicorn

During the Licensing Expo:



[License Global Daily - Day 1 \(Page 4\)](#)

[License Global Daily - Day 2 \(Page 54 + 66\)](#)



[Total Licensing Summer 2024 \(Page 42\)](#)

Ahead of Licensing Expo:



[Fast Growing Zoonicorn Brand Expands Licensing](#)



[Zoonicorn Enters Licensing Expo with New Global Licensing Deals](#)



[Deals in Brief - April 16, 2024](#)



['Zoonicorn' enters Licensing Expo with New Deals](#)



[Zoonicorn Enters Licensing Expo With New Global Licensing Deals and Streaming Platforms](#)



[All Art Licensing Leading Zoonicorn Stampede at Licensing Expo](#)



[Zoonicorn Enters Licensing Expo with New Global Licensing Deals and Streaming Platforms](#)



['Zoonicorn' Expands Global Reach](#)



[Zoonicorn Lands New Licensing & Platform Deals](#)