



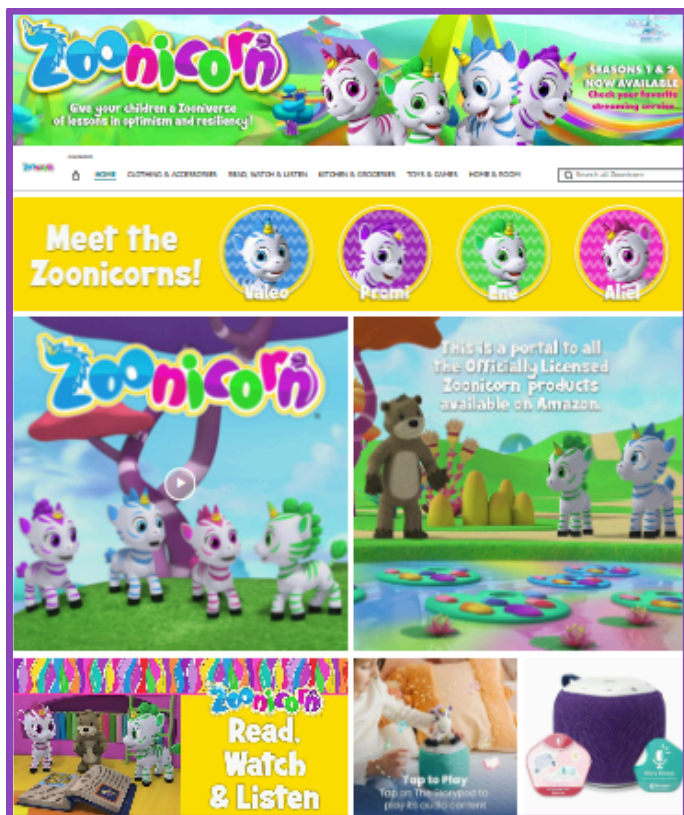
Newsletter

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Zoonicorn Debuts Branded Amazon Portal



Zoonicorn has developed and launched its new branded Amazon portal where consumers can find a wide range of Zoonicorn licensed products with a single click, categorized by Read, Watch & Listen, Clothes & Accessories, Toys & Games, Kitchen & Groceries, and Home & Room.

Coming to the portal are additional products from Zoonicorn licensees SRM Entertainment, Storypod, United Smile and Jay@Play. Check out the portal [here](#).

Let us know when you have any new products up on Amazon in the U.S., and we would be happy to add them to the Zoonicorn portal.



Gearing Up for the Holidays



The holiday season is almost upon us, and we have some amazing Zoonicorn products available. We will be conducting heavy PR with available licensee products, targeting mom blogs and parenting press for Holiday Gift Guide listings. Available products include: [Zoonicorn Apparel](#), [Jay@Play](#), [SRM Entertainment](#), [Pictarine](#), and [Storypod](#)!

We also have new products that will be available in early Spring 2025. United Smile will have a select line of toys available on Amazon. Also available will be DIY Zoonicorn Stuffies from Teddy Mountain (wholesale only) and 4 different Zoonicorn character backpacks from SRM Entertainment.



Licensees: Let's Build and Grow Together

Zoonicorn is proud to collaborate with our diverse licensees, working together to bring the magic of Zoonicorn to life in new and exciting ways. We encourage everyone to share their enthusiasm on social media to amplify our collective growth and success!

We would like to ask each of the licensees to follow Zoonicorn's social media and the other licensees on their various social media channels (TikTok, YouTube, Instagram, Facebook, X, LinkedIn, etc.) and to engage with their posts through likes, comments, and shares. In return, Zoonicorn and the other licensees will engage with you and share your content.

Thank you all for your participation and contributions to this important step in our building process!



[@ZOONICORN](#)



[@TEDDYMOUNTAINING](#)



[@EVENTINFLATABLE](#)



[@UNITEDSMILE](#)



[@PICTAPHOTOAPP](#)



[@JAYATPLAYTOYS](#)



[@SRMENTERTAINMENTINC](#)



[@STORYPOD](#)

Partnering with Blue Sky Concepts

We are excited to announce that Blue Sky Concepts has been retained by Zoonicorn LLC to secure strategic promotional partnerships for Zoonicorn. With over two decades of expertise in children's entertainment, Suzanne Faber's team is known for developing innovative marketing solutions for high-profile kids' brands such as Peppa Pig and Thomas & Friends. For Zoonicorn, the focus will be on securing partnerships with national QSR (quick service restaurant) chains and other relevant entities to unlock incremental revenue streams and elevate brand awareness. It's not just about aligning brands—it's about fostering profitable collaborations to drive long-term brand success. Zoonicorn looks forward to working with Suzanne in the U.S. and other countries, as opportunities present themselves. Welcome to our team!



Official Zoonicorn Toy Line Shines

Josue Rosenzweig, CEO of United Smile and master toy licensee for Zoonicorn, showcased the complete Zoonicorn toy line at The Toy Association's LA Fall Preview Market Week, attracting significant attention from both U.S. and international retailers. According to Zoonicorn Executive Producer Deb Pierson, the showroom, strategically located in a high-traffic area, garnered excellent exposure.

Rosenzweig shared that the response to the toy line was overwhelmingly positive. However, with Zoonicorn programming expanding in some regions and yet to launch in others, he anticipates that major purchase decisions will likely be finalized at the Nuremberg Toy Exhibition, set for January 28–February 1, 2025.



The Toy Association's LA Fall Preview Market Week



Official Zoonicorn Toy Line Shines (cont'd)

In the meantime, product shipments are en route, with toys headed to the Philippines following orders from Toy Expo 2024 in August, where statues of the 4 Zoonicorns and 2 costume characters debuted and greeted guests (see pics below). A U.S. shipment will arrive in time to launch on Amazon in the new year.

This LA Toy Show marked the first time the finalized products were presented in their official packaging. United Smile also announced plans to produce commercials for two standout Zoonicorn toys: the Color Me Zoonicorn and the Dress-Up Zoonicorn.



Toy Expo 2024 in the Philippines



[Click Here](#)
to check out the Zoonicorn booth
from an expo attendee!

New Deals Ahead of Brand Licensing Europe (BLE)

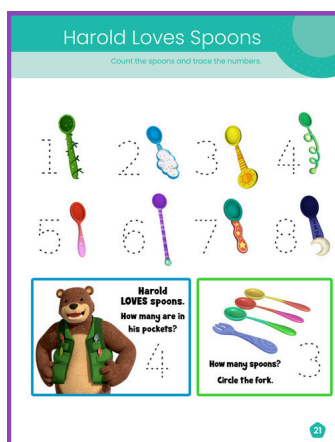
Mark Lubratt is heading to BLE, and we look forward to an expanded presence next year.

Zoonicorn has entered into a Global Merchandising Agreement with Teddy Mountain the world's largest wholesale supplier of DIY (do-it-yourself) Plush products.

Teddy Mountain will showcase the entire family of Zoonicorn DIY Plush Characters through its expansive distribution network in North America, UK, EU, and The Emirates. Teddy Mountain's interactive kit concepts will enable customers to craft and accessorize their own Zoonicorn 'Stuffie.' The products come to market in spring, 2025.

Zoonicorn licensee Storypod will be releasing a new Zoonicorn bundle for its interactive audio player featuring a Promi Craftie yarn-audio character, a new audio storybook entitled "Home Sweet Home," a Zoonicorn branded activity & coloring book, and a magnetic Token that plays 10 new original sing-along songs.

SRM Entertainment has also signed a new agreement and will be adding stickers and small backpack hanging plush to their line.



Zoonicorn in the News



aNb
Media, Inc.

Zoonicorn Heads into Brand Licensing Europe (BLE).

kidscreen

Deals in Brief - August 19, 2024

TVKIDS.WS

New LM Deals for Zoonicorn

televisionAsia
plus

Zoonicorn Heads into BLE with A New Licensing Partner, New Products and The Launch of Its Official Branded Amazon Portal

PEOPLE OF PLAY
POP

Welcome to Your Weekly News Brief - Zoonicorn

TL
THE
LICENSING
LETTER

Zoonicorn on a Licensing Roll as the Brand Heads to BLE

TOTAL
LICENSING

Zoonicorn Heads into BLE with a New Licensing Partner, New Products and the Launch of its Official Branded Amazon Portal

Virgin
media
TELEVISION

Kids Summer Holiday Picks on Virgin TV

The Aliel parade balloon from Big Events will be at:

- Houston Thanksgiving Day Parade (Nov)
- McAllen Christmas Parade (Dec)

For questions or to submit content for upcoming Zoonicorn Newsletters
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www.zoonicorn.com