



Newsletter

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The Zooniverse Continues To Expand



Zoonicorn, now streaming in more than 150 countries worldwide, attended [Toy Fair](#) last week with accelerated momentum and new and expanded licensing agreements.

Amplifying awareness for the property, Zoonicorn master toy licensee [United Smile](#) collaborated with leading licensee [SRM Entertainment, Inc.](#) to showcase the brand. They first presented Zoonicorn at the LA September Preview, September 18-23, at United Smile's showroom at the Sonesta Hotel.

This was the first look at the extensive Zoonicorn toy line. The following week, the two companies linked up, presenting Zoonicorn at New York Toy Fair, September 30-October 3.

SRM has recently released Zoonicorn branded products under its patented, proprietary Sip With Me® children's cup line of products and dinnerware.

Based on initial marketplace response, the company is now expanding into two new Zoonicorn branded tumbler sizes as well as character plush backpacks. You can shop their Sip With Me® cups on their Amazon store [here](#).

Leading into Toy Fair, Zoonicorn also announced new licensees [Jay@Play](#), [Storypod](#), and [Big Events](#). You can read more about the toy showcases on Page 4 and the new licensees on Page 6.

Read the full press release [here](#)!

Consumer Products Available This Holiday



Shop E-Graphic Design - Zoonicorn Wallpaper & Wall Decals [HERE](#)



Shop SRM Entertainment - Zoonicorn Sip With Me® Cups [HERE](#)



Zoonicorn - Zoonicorn Apparel [HERE](#)



Storypod - Zoonicorn Storypod and Promi Craftie [COMING SOON](#)

United Smile's LA Toy Preview



Zoonihorn Mountain
Rainbow Slide Playset



Zoonicorn Magic Motion Figure



Dress Up Zoonicorn



Zoonicorn Talking Plush

Toy Fair New York



Toy Fair New York 2023
Jacob Javits Convention Center



Aliel Plush and Sip With Me® Cup



Valeo Sip With Me® Cup and Plush



SRM Entertainment Inc. Booth with
President, Taft Flittner

New Zoonicorn Consumer Product Deals

1

Jay@Play

Jay@Play returns to the Zoonicorn family with a range of new Zoonicorn branded products under its popular Happy Nappers line. The Happy Nappers sleep products will align seamlessly with the magical dreamland setting kids discover as they watch Zoonicorn.

2

 **Storypod**

The Storypod Zoonicorn line launches for Holiday, 2023 on their website and Amazon with a Promi the Zoonicorn yarn Craftie, featuring three original audio stories and 11 songs. Storypod's yarn Crafties are adorable yarn characters that work with the award-winning audio-system to engage kids with multi-sensory stories and songs.

3



Big Events has signed on to produce inflatable balloons and parade balloons for the North American and Latin American markets.



Meet Deb Pierson -

Zoonicorns' Co-Executive Producer

No matter how charming, how adorable, how special a children's property is, it needs a champion, someone with the vision and the foresight to bring the right people together and turn potential into reality.

For Zoonicorn, that champion was Deb Pierson, now co-executive producer for the series. Deb's background in both licensing and merchandising, and animation production gives her a deep understanding of how children's content and consumer products can work together. She loved what she saw in Zoonicorn from the first moment she laid eyes on it – both the uniqueness of the creativity and the marketing potential of the brand.

"Everyone loves a unicorn," she says. "The classic unicorn is one of the most beloved and evergreen of all kid's characters. That's a great advantage for us because we don't need to start at the beginning to build brand affinity. It's already established. But you still need to stand out from the crowd. The Zoonicorns check those boxes. Part unicorn, part zebra, they are classic characters with a fantastic twist. Combine that with our magical dreamworld setting, which is not something you see in a lot of kid's content, and the empowering message of optimism and resilience, and you've got a brand that simply doesn't look like anything else." Deb knew exactly where to go with this fledgling property. "I had no doubt Toonz would get it. They are one of my favorite animation companies to work with. I love their collaborative spirit and their commitment to taking content creation to the next level.

They are truly original thinkers. Once Toonz signed on for production and distribution, we worked with the team at Zoonicorn to reimagine the look and feel of the series. The result is amazing. You can see it right there on the screen."

Today, with a third season of Zoonicorn now in development, Deb continues to liaison between Toonz Entertainment and Zoonicorn LLC, making sure the production is flowing smoothly and helping to build and manage the production team.

"I became a believer in Zoonicorn the first time Mark Lubratt showed it to me," Deb says. "Now that we've come so far, our goal is to make sure Zoonicorn is an evergreen brand. And why not? It should be around for a very long time. Unicorns aren't going anywhere. And neither is Zoonicorn."



Zoonicorn Headlining The Trades



[Read Here](#)

More In The News:

- [Zoonicorn Expands with New Licensing Partnerships and Streaming Content](#) - *License Global*
- [Deals of the Week: Cineverse, Hasbro, Toonz](#) - *Kidscreen*
- [Zoonicorn Arrives at Toy Fair 2023 with New Licensing Partnerships and Streaming Content in Nearly 200 Countries](#) - *aNb Media*
- ['Zoonicorn' Gears Up for Toy Fair](#) - *The Toy Book*
- [Zoonicorn Expands Its Zooniverse With New Licensing Partnerships](#) - *Licensing Magazine*
- [Zoonicorn Expands Its Zooniverse](#) - *Total Licesning*
- [Deals of the Week: United Smile](#) - *Kidscreen*

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For questions or to submit content for upcoming Zoonicorn Newsletters
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