

Finding Aid to the Spin Master Ltd. Records, 1994-2017

Summary Information

Title: Spin Master Ltd. records

Creator: Spin Master Ltd. (primary)

ID: 2017.spin

Date: 1994-2017 (inclusive); 1994, 2013-2016 (bulk)

Extent: 24 GB (digital)

Language: The materials in this collection are primarily in English. There are some instances of French, Spanish, Italian, German, Dutch, Portuguese, Russian, Estonian, Latvian, and Lithuanian; these are denoted in the Contents List section of this finding aid.

Abstract: The Spin Master Ltd. records are a fully-digital compilation of toy designs, photographs, videos, publicity, and historical documentation on Spin Master. The bulk of the materials are from 1994 and 2013-2016.

Repository:

Brian Sutton-Smith Library and Archives of Play at The Strong
One Manhattan Square
Rochester, New York 14607
585.263.2700
library@museumofplay.org

Administrative Information

Conditions Governing Use: This collection is open for research use by staff of The Strong and by users of its library and archives. Though the donor has not transferred intellectual property rights (including, but not limited to any copyright, trademark, and associated rights therein) to The Strong, the company has given permission for The Strong to make copies in all media for museum, educational, and research purposes.

Custodial History: The Spin Master Ltd. records were donated to The Strong in December 2016 as a gift of Spin Master Ltd. The papers were accessioned by The Strong under Object ID 116.7024 and were received from Spin Master as a digital file transfer.

Preferred citation for publication: Spin Master Ltd. records, Brian Sutton-Smith Library and Archives of Play at The Strong

Processed by: Julia Novakovic, February 2017

Controlled Access Terms

Personal Names

- Greenley, Peter
- Grisolia, Nick
- Harary, Ronnen
- Rabie, Anton
- Varadi, Ben

Corporate Names

- G2 Inventions
- Roots (Firm)

- Seiger Marketing
- Spin Master (Firm)
- Spin Master, Ltd.
- Toy Industry Association

Subjects

- Character toys
- Digital video
- Earth Buddy
- Electronic toys
- Robotic pets
- Spin Master (Firm)
- Toy industry
- Toy industry--Canada
- Toys
- Toys--Design and construction.
- Toys--Marketing.
- Zoomer (Toy)

Historical Note

Spin Master Ltd. is a Canadian global toy and entertainment company headquartered in Toronto, Canada.

While at the University of Western Ontario in the early 1990s, friends Anton Rabie and Ronnen Harary operated Seiger Marketing, a venture for selling posters on college campuses. In 1994, Rabie and Harary, joined by fellow business school alum Ben Varadi, saw the opportunity to develop a novelty concept they later named “Earth Buddy.” With \$10,000 in start-up funding, this hand-assembled product (made with pantyhose, sawdust, and grass seeds) eventually earned their growing company more than \$2 million in sales. The following year, the founders focused on producing juggling batons called Devil Sticks, and the company renamed itself Spin Master.

Over the next two decades, Spin Master partnered with independent inventors, licensed brands, and small firms. Among the company’s greatest hits are Air Hogs, Mighty Beanz, Aquadoodle, Bakugan, Tech Deck, Flutterbye Fairy, Zoomer, Bunchems, and Hatchimals. (Along the way, Spin Master acquired the major brands Meccano, Spy Gear, and Cardinal Games.) The company’s products have received numerous international awards, including the Toy Industry Association’s prestigious Toy of the Year honor. Spin Master continues to grow, expanding into additional toy categories and developing its thriving entertainment division. As of 2017, the company employs more than 1,000 people globally.

Collection Scope and Content Note

The Spin Master Ltd. records are a compilation of digital files documenting the design process and marketing phases of two iconic Spin Master toy lines, Earth Buddy and Zoomer. Digital images include prototypes, graphics, toy testing snapshots, packaging examples, in-store displays, and more. Videos in this collection showcase toy demonstrations, product commercials, interviews, and instructional recordings. Also incorporated in this collection are product articles and reviews, awards, and commemorative historical information on Spin Master's 20th anniversary. The bulk of the materials are from 1994 and 2013–2016. Additional scope and content information can be found in the Contents List section of this finding aid.

The Spin Master Ltd. records have been arranged into three series, two of which have been further divided into subseries. This digital collection can be accessed on-site at The Strong via access hard disk drive.

System of Arrangement

Series I: Spin Master general history, 2014-2015

Series II: Earth Buddy, 1994-2017

Subseries A: Creative process

Subseries B: In-store displays

Subseries C: Marketing materials

Subseries D: Press

Subseries E: Videos

Series III: Zoomer, 2012-2016

Subseries A: Awards

Subseries B: Creative process

Subseries C: Instruction manuals

Subseries D: Marketing assets

Subseries E: Packaging examples

Subseries F: Press and media

Subseries G: Videos

Subseries H: Websites

Contents List

Series I: Spin Master general history, 2014-2015

Scope and Content Note: This series contains a digital commemorative book and four timeline display panel images celebrating the first twenty years of Spin Master from 1994-2014. These address Spin Master's highlights, hits, challenges, and strategic acquisitions of its two decades in business. (All files in this series are .PDFs.)

Digital - I

- Folder 1 Folder 01_Spin Master_The First 20 Years_digital book [1 file]
- "Spin Master THE FIRST 20 YEARS" - .PDF: *Spin Master: The First 20 Years*, written by Jamieson Cochrane, illustrated and designed by Suzanne Michele, © 2015
- Folder 2 Folder 02_Spin Master_20th Anniversary Timeline displays, 1994-2014 [4 files]
- "SM20_FA14_TIMELINE_POPUP_DISPLAY_1" - .PDF [Timeline display, 1994-2003], 2014
 - "SM20_FA14_TIMELINE_POPUP_DISPLAY_2" - .PDF [Timeline display, 2003-2007], 2014
 - "SM20_FA14_TIMELINE_POPUP_DISPLAY_3" - .PDF [Timeline display, 2007-2012], 2014
 - "SM20_FA14_TIMELINE_POPUP_DISPLAY_4" - .PDF [Timeline display, 2012-2014], 2014

Series II: Earth Buddy, 1994-2017

Scope and Content Note: This series holds documentation on Earth Buddy, the first product by Seiger Marketing (later, Spin Master). Files include prototype images, photos of the production line and warehouse, in-store display images, marketing graphics, publicity clippings, and video coverage of Earth Buddy and Spin Master. (Much of this series' original media was created in 1994 and later digitized.)

Subseries A: Creative process

Scope and Content Note: This subseries contains images of the production process of Earth Buddy. Folders include photos of prototyping in Ronnen Harary's mother's kitchen, the first production line in Toronto, and a Spin Master head office display case showing the assembly stages of an Earth Buddy. (Files in this subseries are .TIFs or .JPGs.)

Digital - IIA

- Folder 1 Folder 01_Original prototypes [3 files]
- "01. EarthBuddiesPrototypingInKitchenAtRonnensMothersHouse" .TIF [photograph of Earth Buddies prototypes], 1994
 - "02. FoundersCreatingEarthBuddyPrototypes" - .TIF [Anton Rabie, Ronnen Harary, and others working on prototypes of Earth Buddy in Ronnen's mother's kitchen], 1994

- “03. RonnenWorkingOnEarthBuddyPrototype” - .TIF [Ronnen Harary working on Earth Buddy prototypes], 1994
- Folder 2 Folder 02_Photos of display case_Assembly of an Earth Buddy [2 files]
 - “01. DisplayCaseShowingAssemblyStagesOfEarthBuddy1” - .JPG [display case of Earth Buddy assembly at Spin Master head office], n.d. [c. 2014]
 - “02. DisplayCaseShowingAssemblyStagesOfEarthBuddy2” - .JPG [display case of Earth Buddy final stage in display case], n.d. [c. 2014]
- Folder 3 Folder 03_Photos of production line_factory space [17 files]
 - “01. EarthBuddy_ProductionFactoryInToronto” - .TIF, n.d. [c. 1994]
 - “02. EarthBuddy_ProductionFactoryInToronto2” - .TIF, n.d. [c. 1994]
 - “03. EarthBuddy_ProductionFactoryInToronto3” - .TIF, n.d. [c. 1994]
 - “04. EarthBuddy_ProductionFactoryInToronto4” - .TIF, n.d. [c. 1994]
 - “05. EarthBuddy_ProductionFactoryInToronto5” - .TIF, n.d. [c. 1994]
 - “06. EarthBuddy_ProductionFactoryInToronto6” - .TIF, n.d. [c. 1994]
 - “07. EarthBuddy_ProductionFactoryInToronto7” - .TIF, n.d. [c. 1994]
 - “08. EarthBuddy_ProductionFactoryInToronto8” - .TIF, n.d. [c. 1994]
 - “09. EarthBuddy_ProductionFactoryInToronto9” - .TIF, n.d. [c. 1994]
 - “10. EarthBuddy_ProductionFactoryInToronto10” - .TIF, n.d. [c. 1994]
 - “11. EarthBuddy_ProductionFactoryInToronto11” - .TIF, n.d. [c. 1994]
 - “12. EarthBuddy_ProductionFactoryInToronto12” - .TIF, n.d. [c. 1994]
 - “13. EarthBuddy_ProductionFactoryInToronto13” - .TIF, n.d. [c. 1994]
 - “14. EarthBuddy_ProductionFactoryInToronto14” - .TIF, n.d. [c. 1994]
 - “15. EarthBuddy_ProductionFactoryInToronto15” - .TIF, n.d. [c. 1994]
 - “16. EarthBuddy_ProductionFactoryInToronto16” - .TIF, n.d. [c. 1994]
 - “17. EarthBuddy_ProductionFactoryInToronto17” - .TIF, n.d. [c. 1994]

Subseries B: In-store displays

Scope and Content Note: This subseries holds images of early Earth Buddy in-store displays at Roots and Wal-Mart. Original photographs were taken in 1994. (Files in this subseries are .JPGs or .TIFs.)

Digital - IIB

- Folder 1 Folder 01_In-store displays_Roots [11 files]
 - “01. EarthBuddy_InStoreDisplayROOTS1” - .JPG, n.d. [c. 1994]
 - “02. EarthBuddy_InStoreDisplayROOTS2” - .TIF, n.d. [c. 1994]
 - “03. EarthBuddy_InStoreDisplayROOTS3” - .TIF, n.d. [c. 1994]
 - “04. EarthBuddy_InStoreDisplayROOTS4” - .TIF, n.d. [c. 1994]
 - “05. EarthBuddy_InStoreDisplayROOTS5” - .TIF, n.d. [c. 1994]
 - “06. EarthBuddy_InStoreDisplayROOTS6” - .TIF, n.d. [c. 1994]
 - “07. EarthBuddy_InStoreDisplayROOTS7” - .TIF, n.d. [c. 1994]
 - “08. EarthBuddy_InStoreDisplayROOTS8” - .TIF, n.d. [c. 1994]
 - “09. EarthBuddy_InStoreDisplayROOTS9” - .TIF, n.d. [c. 1994]
 - “10. EarthBuddy_InStoreDisplayROOTS10” - .TIF, n.d. [c. 1994]
 - “11. EarthBuddy_InStoreDisplayROOTS11” - .TIF, n.d. [c. 1994]
- Folder 2 Folder 02_In-store displays_Walmart [10 files]
 - “01. EarthBuddy_InStoreDisplayWALMART1” - .TIF, n.d. [c. 1994]

- “02. EarthBuddy_InStoreDisplayWALMART2” - .TIF, n.d. [c. 1994]
- “03. EarthBuddy_InStoreDisplayWALMART3” - .TIF, n.d. [c. 1994]
- “04. EarthBuddy_InStoreDisplayWALMART4” - .TIF, n.d. [c. 1994]
- “05. EarthBuddy_InStoreDisplayWALMART5” - .TIF, n.d. [c. 1994]
- “06. EarthBuddy_InStoreDisplayWALMART6” - .TIF, n.d. [c. 1994]
- “07. EarthBuddy_InStoreDisplayWALMART7” - .TIF, n.d. [c. 1994]
- “08. EarthBuddy_InStoreDisplayWALMART8” - .TIF, n.d. [c. 1994]
- “09. EarthBuddy_InStoreDisplayWALMART9” - .TIF, n.d. [c. 1994]
- “10. EarthBuddy_InStoreDisplayWALMART10” - .TIF, n.d. [c. 1994]

Subseries C: Marketing materials

Scope and Content Note: This subseries houses Spin Master graphic files created for product packaging and for use in marketing materials. These showcase several variants of Earth Buddy (Kitty, Ruddy, and Spot) as well as logos and a die-cut counter display template. (File types in this subseries include .PDFs, .PS files, .JPGs, or .EPS files.)

Digital - IIC

Folder 1

Folder 01_Products graphics [16 files]

- “01a. 1 EB Original Image” - .PDF, 2017 [converted from 1997 original .PS file]
- “01b. 1 EB Original Image” - .PS, n.d. [c. 1997]
- “02a. 2 Kitty Image” - .PDF, 2017 [converted from 1997 original .PS file]
- “02b. 2 Kitty Image” - .PS, n.d. [c. 1997]
- “03a. 3 Ruddy Image” - .PDF, 2017 [converted from 1997 original .PS file]
- “03b. 3 Ruddy Image” - .PS, n.d. [c. 1997]
- “04a. 4 Spot Image” - .PDF, 2017 [converted from 1997 original .PS file]
- “04b. 4 Spot Image” - .PS, n.d. [c. 1997]
- “05a. Display Header Shot” - .PDF, 2017 [converted from 1997 original .PS file]
- “05b. Display Header Shot” - .PS, n.d. [c. 1997]
- “06. Earth Buddy” - .JPG, n.d. [c. 1999]
- “07a. Logo Illustrator” - .PDF, 2017 [converted from 1997 original .PS file]
- “07b. Logo Illustrator” - .PS, n.d. [c. 1997]
- “08a. ST6051” - .EPS, n.d. [c. 1998]
- “08b. ST6041” - .JPG, 2017 [converted from 1998 original .EPS file]
- “09. Trim,Style,grow copy [Converted]” - .PDF, n.d. [c. 1997]

Subseries D: Press

Scope and Content Note: Within this subseries are press clippings about the success of the Earth Buddy product and the founders of Seiger Marketing (later, Spin Master). (Files in this subseries are .JPFs, .JPGs, or .TIFs.)

Digital - IID

Folder 1

Folder 01_Press clippings [6 files]

- “01a. 1994_Bayview-Mills Town Crier Oct1994_Earth Buddy_A Real Cash Crop.jpf” - .JPF [*Bayview-Mills Town Crier*, October 1994], 1994
- “01b. 1994_Bayview-Mills Town Crier Oct1994_Earth Buddy_A Real Cash Crop” - .JPG [*Bayview-Mills Town Crier*, October 1994], 1994
- “02. 1994_ProfitMagazine_Business_EarthBuddy” - .TIF [*Profit*, October 1994], 1994
- “03a. 1994_TorontoStar_EarthBuddy_Novelty Product Yields Fast Sales” - .TIF [*Toronto Star*, October 3, 1994], 1994
- “03b. 1994_TorontoStar_EarthBuddy_Novelty Product Yields Fast Sales_Preview Copy” - .JPG [*Toronto Star*, October 3, 1994], 1994
- “04. TownCrier_ForestHillerTurnsNoveltyItem” - .JPG [*Bayview-Mills Town Crier*], n.d. [c. 1994]

Subseries E: Videos

Scope and Content Note: This subseries contains recorded television coverage about the success of the Earth Buddy product and the founders of Seiger Marketing/Spin Master. These videos include interviews, commercial clips, and in-depth narratives. (All files in this subseries are .MOVs.)

Digital - IIE

Folder 1

Folder 01_Videos [3 files]

- “01. CBC National Business World Earth Buddy int with Anton - Ben Varadi Commercials 1999” - .MOV [10:30 run time; *CBC Business World* episode segment with Anton Rabie (1994) and Ben Varadi parody commercials (n.d.)], 1994
- “02. CBC Venture - Spinmaster” - .MOV [30:01 run time; *Venture* episode (Spin Master segment, 11:34-22:10)], 1998
- “03. Earth Buddy VIDEOS – KidsBeat EarthBeat, ALSO Mr GreenGrass TV Spot” - .MOV [59:54 run time; Earth Buddy commercial, news coverage of Earth Buddy product on various programs], n.d. [c. 1994]

Series III: Zoomer, 2012-2016

Scope and Content Note: This series holds documentation on the Zoomer robotic animal line of toys. Files include photos and videos of Zoomer and Zoomer Dino prototypes, sketches of products, product images, packaging examples, marketing assets, instruction manuals, award information, press coverage, online influencer details, commercials, and more. The original Zoomer dog launched in 2013, with subsequent variants and other animals added to the product line in following years.

Subseries A: Awards

Scope and Content Note: This subseries contains press releases and images of Spin Master staff accepting awards from the Toy Industry Association's TOTY Awards. In 2014, Zoomer won "Innovative Toy of the Year," while in 2015, Zoomer Dino received "Toy of the Year" and "Boy Toy of the Year" awards. (Files in this subseries are .PDFs or .JPGs.)

Digital - IIIA

- Folder 1 Folder 01_SpinMaster_TOTY_2014_Innovative Toy of the Year [7 files]
- "01. Spin Master Wins Top Awards at the Toy of the Year Awards Ceremony" - .PDF, 2014
 - "02. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_1" - .JPG, 2014
 - "03. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_2" - .JPG, 2014
 - "04. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_3" - .JPG, 2014
 - "05. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_4" - .JPG, 2014
 - "06. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_5" - .JPG, 2014
 - "07. SpinMaster_TOTY_2014_INNOVATIVE TOY OF THE YEAR_6" - .JPG, 2014
- Folder 2 Folder 02_SpinMaster_TOTY_2015_Toy of the Year and Boy TOTY [7 files]
- "01. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_1" - .JPG, 2015
 - "02. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_2" - .JPG, 2015
 - "03. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_3" - .JPG, 2015
 - "04. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_4" - .JPG, 2015
 - "05. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_5" - .JPG, 2015
 - "06. SpinMaster_TOTY_2015_TOY OF THE YEAR_AND_BOY TOTY_6" - .JPG, 2015
 - "07. Zoomer_Dino_Wins_Big_at_Annual_Toy_of_the_Year_Awards_Ceremony-1" - .PDF, 2015

Subseries B: Creative process

Scope and Content Note: This subseries houses photos of prototype models, digital sketches, demonstration videos, and other documentation related to the creative process behind Zoomer and Zoomer Dino. (Files in this subseries are .JPGs, .MOVs, or .PDFs.)

Digital - IIIB

- Folder 1 Folder 01_Zoomer Dog creative process [29 files]
- “01. 2012-03-27 initial design” - .JPG [G2 Inventions Puppy and ScampR prototypes], 2012
 - “02. 2012-04-16 initial design” - .JPG [prototype model of dog], 2012
 - “03. 2012-04-17 early design” - .PDF [7 designs], 2012
 - “04. 2012-05-02 video” - .MOV [00:12 run time; demo of prototype dog], 2012
 - “05. 2012-05-15 dwg” - .JPG [digital model of dog], 2012
 - “06. 2012-05-16 looklike model” - .JPG [prototype model of dog], 2012
 - “07. 2012-05-26 design” - .JPG [digital models of various views of dog], 2012
 - “08. 2012-05-30 worklike model” - .JPG [prototype model of dog], 2012
 - “09. 2012-06-08 Worklike model” - .JPG [prototype model of dog], 2012
 - “10. 2012-06-08 Worklike model test” - .MOV [00:52 run time; demo of prototype dog], 2012
 - “11. 2012-07-11 Rollover Motion Analysis” - .PDF [Screenshots and captions of dog prototype movements], 2012
 - “12. 2012-07-17 leg motion analysis” - .MOV [00:27 run time; demo of prototype dog], 2012
 - “13. 2012-08-14 Eye motions programming” - .MOV [01:08 run time; demo of programming eye screens for prototype dog], 2012
 - “14. 2012-09-03 leg construction” - .JPG [deconstructed prototype leg], 2012
 - “15. 2012-09-20 working sample” - .JPG [prototype model of dog], 2012
 - “16. 2012-09-20 working sample” - .MOV [00:35 run time; demo of prototype dog], 2012
 - “17. 2012-12-10 testing” - .MOV [02:03 run time; demo of prototype dogs], 2012
 - “18. 2012-12-30 final sample” - .JPG [prototype model of dog], 2012
 - “19. a copy” - .JPG [digital sketch of dog], 2012
 - “20. b” - .JPG [digital sketch of dog], 2012
 - “21. Dalmatian” - .JPG [digital sketches of Dalmatian variant Zoomer], 2012
 - “22. German Shepherd-01” - .JPG [digital sketch of German Shepherd variant Zoomer], 2013

- “23. Interview With The Inventors of Zoomer” - .MOV [03:40 run time; Spin Master-produced video, includes interview with Peter Greenley and Nick Grisolia and demonstration of Zoomer], n.d. [c. 2016?]
 - “24. Labrador Retriever” - .JPG [digital sketch of Labrador Retriever variant Zoomer], 2013
 - “25. Spin Master - Inventing the Future” - .MOV [03:21 run time; Spin Master-produced video with interviews, history of Zoomer], n.d. [c. 2016?]
 - “26. Zoomer Beagle” - .JPG [digital sketch of Beagle variant Zoomer], 2013
 - “27. Zoomer German Shepherd” - .JPG [digital sketch of German Shepherd variant Zoomer], 2013
 - “28. Zoomer Husky” - .JPG [digital sketch of Husky variant Zoomer], 2013
 - “29. ZOOMER PUP” - .JPG [digital sketches of Zoomer Pup], 2013
- Folder 2 Folder 02_Zoomer Dino creative process [15 files]
- “01. 2013-08-29 looklike model” - .JPG [prototype model of dino], 2013
 - “02. 2013-09-03 test model” - .JPG [prototype model of dino], 2013
 - “03. 2013-09-10 dino test” - .MOV [00:54 run time; demo of prototype dino], 2013
 - “04. 2013-09-26 working sample” - .JPG [prototype model of dino], 2013
 - “05. 2013-12-12 final model” - .JPG [prototype model of dino], 2013
 - “06. Dino 1.8b” - .MOV [00:42 run time; demo of prototype dino], 2013
 - “07. Dino Concept” - .JPG [digital sketch of dino], 2013
 - “08. DINO HEADS” - .JPG [digital sketches of dino heads], 2013
 - “09. DINO3c” - .JPG [digital sketches of dinos], 2012
 - “10. Dino5” - .JPG [digital sketch of dino], 2013
 - “11. dino-concept” - .JPG [“Baby Dino Robot Concept”], 2012
 - “12. e” - .JPG [digital sketch of dino], 2013
 - “13. f” - .JPG [digital sketch of dino], 2013
 - “14. Mouth Open” - .JPG [photo of prototype dino head], 2013
 - “15. Mouth Open2” - .JPG [photo of prototype dino head], 2013

Subseries C: Instruction manuals

Scope and Content Note: Within this subseries are electronic copies of instruction manuals for Zoomer, Zoomer Zuppies, Zoomer Dino, Zoomer Chomplingz, Zoomer Kitty, Zoomer Meowzies, and the Paw Patrol line of Zoomer products. Also included in this subseries is an electronic poster showing how to make Zoomer perform “secret tricks.” Many of the manuals are in languages other than English or French and are denoted in brackets when applicable. (All files in this subseries are .PDFs.)

Digital - IIC

- Folder 1 Folder 01_T14400_Zoomer [7 files]
- “01. T14400_0027_20066854_GTL_IS_R1” - .PDF [“Zoomer’s Best Friend Shadow Training Guide/ Guide de dressage/ Guía de entrenamiento,” in English, French, and Spanish], n.d.
 - “02. T14400_0043_20067404_GEN_IS_R1” - .PDF [“Zoomer Training Guide,” in English], n.d.
 - “03. T14400_0044_20067605_EBL_IS_R1” - .PDF [“Zoomer Training Guide/ Guide de dressage,” in English and French], n.d.
 - “04. T14400_0046_20067849_GTL_IS_R1” - .PDF [“Zoomer Training Guide/ Guide de dressage/ Guía de entrenamiento,” in English, French, and Spanish], n.d.
 - “05. T14400_0054_20068477_EEN_IS_R1” - .PDF [“Zoomer Training Guide,” in English], n.d.
 - “06. T14400_0061_20068927_EML_IS_R1R1_DOG_DALMATIAN” - .PDF [“Zoomer Trainingshandleiding/ Guida all’addestramento/ Trainingsanleitung/ Guide de dressage,” in Dutch, Italian, German, and French], n.d.
 - “07. T14400_0063_20069805_CHI_IS_R1_DOG_____” - .PDF [Zoomer 智酷斑点狗,” in Chinese], n.d.
- Folder 2 Folder 02_T14402_Zoomer Zuppies [6 files]
- “01. T14402_0001_20063688_GBL_IS_R1” - .PDF [“Zoomer Zuppies Training Guide/ Guide de dressage; Roxy,” in English and French], n.d.
 - “02. T14402_0001_20063689_GBL_IS_R1” - .PDF [“Zoomer Zuppies Training Guide/ Guide de dressage; Scarlet,” in English and French], n.d.
 - “03. T14402_0001_20063690_GBL_IS_R1” - .PDF [“Zoomer Zuppies Training Guide/ Guide de dressage; Spot,” in English and French], n.d.
 - “04. T14402_0002_20063693_EML_IS_R1” - .PDF [“Zoomer Training Guide/ Guide de dressage/ Guía de entrenamiento/ Trainingsanleitung/ Trainingshandleiding/ Guida per l’addestramento/ Guia de treinamento/ (Cyrillic text); Spot,” in English, French, Spanish, German, Dutch, Italian, Portuguese, and Russian], n.d.
 - “05. T14402_0028_20070310_EML_IS_R1R1_DOG_ZUPPY LOVE” - .PDF [“Zoomer Zuppies - Zuppy Love, How to Get Started,” various languages], n.d.

- Folder 3
 - Folder 03_T14402_0041_20071064_bizak_CLNG_IS_R1_DOG_Zoomer Zuppies Ast BZKX ESP” - .PDF [“Zoomer Zuppies Manual de Instrucciones,” in Spanish], n.d.
 - Folder 03_T14404_Zoomer Dino [2 files]
 - “01. T14404_0015_20067852_GBL_IS_R1R2_DOG_DINO JESTER” - .PDF [“Zoomer Dino” instruction booklet, in English and French], n.d.
 - “02. T14404_0033_20072135_CLNG_IS_R1_UAB_Green Zoomer” - .PDF [“Zoomer Dino” instruction booklet, in Estonian, Latvian, and Lithuanian], n.d.
- Folder 4
 - Folder 04_T14406_Zoomer Chomplingz [4 files]
 - “01. T14406_0001_20065788_GBL_IS_R1R2_DOG_Chomplingz” - .PDF [“Zoomer Chomplingz” instruction booklet, in English and French], n.d.
 - “02. T14406_0014_20071678_EML_IS_R1_DOG_CHOMPLINGZ HYDRO” - .PDF [“Zoomer Chomplingz” instruction booklet, various languages], n.d.
 - “03. T14406_0033_20075255_EML_IS_R1_DOG_Bones&Mantis” - .PDF [“Zoomer Chomplingz” instruction booklet, various languages], n.d.
 - “04. T14406_0033_20075257_EML_IS_R1_DOG_Raider&Reef” - .PDF [“Zoomer Chomplingz” instruction booklet, various languages], n.d.
- Folder 5
 - Folder 05_T14409_Zoomer Kitty [1 file]
 - “01. T14409_0004_20071182_GBL_IS_R1R1_DOG_KITTY WLMX” - .PDF [“Zoomer Kitty” instruction booklet, in English and French], n.d.
- Folder 6
 - Folder 06_T14420_Paw Patrol [1 file]
 - “01. T14420_0011_20083129_EBL_IS_R1_DOG_Zoomer Marshall DU-FR_F16” - .PDF [“Zoomer Marshall, Paw Patrol” instruction booklet, in Dutch and French], n.d.
- Folder 7
 - Folder 07_T14421_Zoomer Meowzies [1 file]
 - “01. T14421_0001_20074329_GBL_IS_R2_DOG_Meowzies_F16” - .PDF [“Zoomer Meowzies” instruction booklet, in English and French], n.d.
- Folder 8
 - Folder 08_Secret Tricks poster [1 file]
 - “01. Zoomer_Secret Tricks Poster” - .PDF [“Zoomer Secret Tricks for Zoomer 2.0” poster, in English], n.d.

Subseries D: Marketing assets

Scope and Content Note: This subseries houses product images, logos, advertising graphics, and more marketing assets for Zoomer, Zoomer Chimp, Zoomer Chomplingz, Zoomer Dino, Zoomer Hedgiez, Zoomer Kitty, Zoomer Meowzies, Zoomer Zuppies, Zoomer Zuppy Love, and the Zoomer Paw Patrol line. (All files in this subseries are .TIFs.)

Digital - IID

- Folder 1 Folder 01_Zoomer (Original) [20 files]
- "01. 11_SPM_65783_Zoomer_300x250 copy" - .TIF, n.d.
 - "02. 778988047026_20062255_Zoomer_Zoomer Gil_Purple_TRUX_GTL_Product_3 copy" - .TIF, n.d.
 - "03. 778988047026_20062255_Zoomer_Zoomer Gil_Purple_TRUX_GTL_Product_11 copy" - .TIF, n.d.
 - "04. 778988047149_20062259_Zoomer_Zoomie_Pink Dalmation_WLMX_GBL_Product_1 copy" - .TIF, n.d.
 - "05. 778988068342_20064169_Zoomer_Zoomer Bundle_KOLX_GTL_Product_5 copy" - .TIF, n.d.
 - "06. 778988090398_20066852_Zoomer_Dalmatian 2_M02_GTL_Product_1 copy" - .TIF, n.d.
 - "07. 778988090398_20066852_Zoomer_Dalmatian 2_M02_GTL_Product_3 copy" - .TIF, n.d.
 - "08. 778988090398_20066852_Zoomer_Dalmatian 2_M02_GTL_Product_4 copy" - .TIF, n.d.
 - "09. 778988090398_20066852_Zoomer_Dalmatian 2_M02_GTL_Product_7 copy" - .TIF, n.d.
 - "10. 778988090398_20066852_Zoomer_Dalmatian 2_M02_GTL_Product_8 copy" - .TIF, n.d.
 - "11. 778988090428_20066854_Zoomer_Shadow_GTL_Product_11 copy" - .TIF, n.d.
 - "12. 778988092248_20066995_Zoomer_Dalmatian 2_M02_WLMX_GTL_Product_4 copy" - .TIF, n.d.
 - "13. 778988092248_20066995_Zoomer_Dalmatian 2_M02_WLMX_GTL_Product_5 copy" - .TIF, n.d.
 - "14. 778988092248_20066995_Zoomer_Dalmatian 2_M02_WLMX_GTL_Product_11 copy" - .TIF, n.d.
 - "15. 778988092255_20066996_Zoomer_Dalmatian 2_M02_TRUX_GTL_Product_5 copy" - .TIF, n.d.
 - "16. 778988092255_20066996_Zoomer_Dalmatian 2_M02_TRUX_GTL_Product_10 copy" - .TIF, n.d.
 - "17. 778988096758_20067445_Zoomer_Bentley_GEN_Product_6 copy" - .TIF, n.d.
 - "18. 778988114421_20068975_Zoomer_Premium Dog_Silver_TRUX_GBL_Product_12 copy" - .TIF, n.d.
 - "19. Zoomer Full of Life02 copy" - .TIF, n.d.
 - "20. Zoomer render logo copy" - .TIF, n.d.

- Folder 2 Folder 02_Zoomer Chimp [4 files]
- “01. 778988325539_20072154_Zoomer Chimp_UPCX_GBL_Product_4 copy” - .TIF, n.d.
 - “02. 778988649565_20081563_Zoomer Chimp_En FR_ AMZX_GML_Angle_PKG copy” - .TIF, n.d.
 - “03. CHIMP-POWERPOINT-backgrounds-COVER copy” - .TIF, n.d.
 - “04. Screen Shot 2016-03-01 at 2.29.50 PM copy” - .TIF, 2016
- Folder 3 Folder 03_Zoomer Chomplingz [15 files]
- “01. 778988086568_20065788_Zoomer Dino_Chomplingz Asst_Z Rex_M01_GBL_Product_3 copy” - .TIF, n.d.
 - “02. 778988129616_20070486_Zoomer Dino_Chomplingz Asst_Hyjinx_M01_GBL_Product_3 copy” - .TIF, n.d.
 - “03. 778988129630_20070487_Zoomer Dino_Chomplingz Asst_Tiger Tail_M01_GBL_Product_3 copy” - .TIF, n.d.
 - “04. 778988197943_20075251_Zoomer Dino_Chomplingz_Bones_M03_GBL_Product_3 copy” - .TIF, n.d.
 - “05. 778988197950_20075252_Zoomer Dino_Chomplingz_Mantis_M03_Product_3 copy” - .TIF, n.d.
 - “06. 778988197967_20075253_Zoomer Dino_Chomplingz_Raider_M03_GBL_Product_3 copy” - .TIF, n.d.
 - “07. 778988197974_20075254_Zoomer Dino_Chomplingz_Reef_M03_GBL_Product_3 copy” - .TIF, n.d.
 - “08. 778988203392_20071178_Zoomer Dino_Chomplingz_Stealthasaurus_TRUX_GBL_Product_1 copy” - .TIF, n.d.
 - “09. 778988205624_20071363_Zoomer_Chomplingz_Scorch_KOLX_GBL_Product_7 copy” - .TIF, n.d.
 - “10. CHOMPLINGZ TIGERTAIL HERO 2 copy” - .TIF, n.d.
 - “11. CHOMPLINGZ TIGERTAIL HERO 2-2 copy” - .TIF, n.d.
 - “12. CHOMPLINGZ TIGERTAIL HERO copy” - .TIF, n.d.
 - “13. Zoomer CHOMPLINGZ LOGO PILL copy” - .TIF, n.d.
 - “14. Zoomer F15_Chomplingz_Chomp Your Holiday_Gifts copy” - .TIF, n.d.
 - “15. Zoomer F15_Chomplingz_Chomp Your Holiday_Snowman copy” - .TIF, n.d.
- Folder 4 Folder 04_Zoomer Dino [26 files]
- “01. 778988092200_20066993_Zoomer Dino_Blue Dino_Snaptail_TRGX_GBL_Product_3 copy” - .TIF, n.d.
 - “02. 778988092200_20066993_Zoomer_Dino_Blue_TRGX_GBL_Product_7 copy” - .TIF, n.d.
 - “03. 778988092224_20066994_Zoomer_Dino_Black_TRUX_GBL_Product_1 copy” - .TIF, n.d.
 - “04. 778988092224_20066994_Zoomer_Dino_Black_TRUX_GBL_Product_10 copy” - .TIF, n.d.
 - “05. 778988092347_20067001_Zoomer_Dino_Purple_WLMX_GBL_Product_1 copy” - .TIF, n.d.

- “06. 778988092347_20067001_Zoomer_Dino_Purple_WLMX_GBL_Product_4 copy” - .TIF, n.d.
- “07. 778988099773_20067783_Zoomer_Dino_Dark Green_KMTX_GBL_Product_1 copy” - .TIF, n.d.
- “08. 778988100752_20067852_Zoomer Dino_Jester_GBL_Product_2 copy” - .TIF, n.d.
- “09. 778988100752_20067852_Zoomer Dino_Jester_GBL_Product_4 copy” - .TIF, n.d.
- “10. 778988114575_20068983_Zoomer_Jurassic World Dino_GBL_Product_12 copy” - .TIF, n.d.
- “11. 778988114575_20068983_Zoomer_Jurassic World Dino_GBL_Product_15 copy” - .TIF, n.d.
- “12. Boomer_Gold_V2_0001_CMYK copy” - .TIF, n.d.
- “13. Boomer_Gold_V2_0005_CMYK copy” - .TIF, n.d.
- “14. DINO_MAINLINE_Green_0001_CMYK_SPOT_ANGRY copy” - .TIF, n.d.
- “15. DINO_MAINLINE_Green_0001_CMYK_SPOT_ANGRY-2 copy” - .TIF, n.d.
- “16. DINO_MAINLINE_Green_0001_SPOT_CMYK copy” - .TIF, n.d.
- “17. JW_DINO_hero copy” - .TIF, n.d.
- “18. Zoomer Breaking the wall copy” - .TIF, n.d.
- “19. Zoomer Dino F15 - Chomplingz eCom Brand Page Shelf (TRU) copy” - .TIF, n.d.
- “20. Zoomer Dino F15 - Indominus Rex (Jurassic World) Background Wallpaper (Desktop) copy” - .TIF, n.d.
- “21. Zoomer Dino F15 - Indominus Rex (Jurassic World) eCom Brand Page Shelf (TRU) copy” - .TIF, n.d.
- “22. Zoomer Dino F15 - Indominus Rex (Jurassic World) eCom Static Web Banner 300x250 (TRU) copy” - .TIF, n.d.
- “23. Zoomer Dino F15 - Instagram Social Jurassic World Indominus Rex Head Green Logo copy” - .TIF, n.d.
- “24. Zoomer_Dino_Hero_NEW copy” - .TIF, n.d.
- “25. Zoomer_Dino_TRICKS copy” - .TIF, n.d.
- “26. Zoomer_DinoEvo_BlGrn_0001_CMYK FOR PRINT copy” - .TIF, n.d.

Folder 5

Folder 05_Zoomer Hedgiez [5 files]

- “01. 778988198049_20075270_Hedgiez_Dizzy_M01_GBL_Product_16 copy” - .TIF, n.d.
- “02. 778988198056_20075271_Hedgiez_Tumbles_M01_GBL_Product_13 copy” - .TIF, n.d.
- “03. 778988198063_20075272_Hedgiez_Flip_M01_GBL_Product_14 copy” - .TIF, n.d.
- “04. 778988199060_20076374_Hedgiez_Sprinkles_TRUX_GML_Product_1 copy” - .TIF, n.d.

- “05. 778988199060_20076374_Hedgiez_Sprinkles_TRUX_GML_Product_2 copy” - .TIF, n.d.
- Folder 6
 - Folder 06_Zoomer Kitty [17 files]
 - “01. 778988203491_20071183_Zoomer_Zoomer Kitty_Orange Tabby_TRUX_GBL_Product_3 copy” - .TIF, n.d.
 - “02. 778988205648_20071364_Zoomer_Zoomer Kitty_KOLX_GBL_Product_1 copy” - .TIF, n.d.
 - “03. 778988205839_20071375_Zoomer_Zoomer Kitty_Midnight_AMZX_GBL_Product_3 copy” - .TIF, n.d.
 - “04. 778988205839_20071375_Zoomer_Zoomer Kitty_Midnight_AMZX_GBL_Product_5 copy” - .TIF, n.d.
 - “05. ZOOMER CAT LOGO-2 copy” - .TIF, n.d.
 - “06. ZOOMER KITTY LOGO copy” - .TIF, n.d.
 - “07. Zoomer_Kitty_MAINLINE_Black0001 copy” - .TIF, n.d.
 - “08. Zoomer_Kitty_MAINLINE_Black0002 copy” - .TIF, n.d.
 - “09. Zoomer_Kitty_Target_Grey_0001 copy” - .TIF, n.d.
 - “10. Zoomer_Kitty_Target_Grey_0007 copy” - .TIF, n.d.
 - “11. Zoomer_Kitty_TRU_OrangeTabby_0003_FOLLOW copy” - .TIF, n.d.
 - “12. Zoomer_Kitty_TRU_OrangeTabby_0007 copy” - .TIF, n.d.
 - “13. Zoomer_Kitty_TRU_OrangeTabby_0010 copy” - .TIF, n.d.
 - “14. Zoomer_Kitty_Walmart_Pink_0010 copy” - .TIF, n.d.
 - “15. Zoomer_Kitty_Walmart_Pink0002 copy” - .TIF, n.d.
 - “16. Zoomer_Kitty_Walmart_Pink0003 copy” - .TIF, n.d.
 - “17. Zoomer_Kitty_Walmart_Pink0006 copy” - .TIF, n.d.
- Folder 7
 - Folder 07_Zoomer Meowzies [15 files]
 - “01. 778988192153_20074600_Zoomer Meowzie_Patches_M01_GBL_Product_1 copy” - .TIF, n.d.
 - “02. 778988192153_20074600_Zoomer Meowzie_Patches_M01_GBL_Product_4 copy” - .TIF, n.d.
 - “03. 778988192160_20074601_Zoomer Meowzie_Viola_M01_GBL_Product_1 copy” - .TIF, n.d.
 - “04. 778988192160_20074601_Zoomer Meowzie_Viola_M01_GBL_Product_4 copy” - .TIF, n.d.
 - “05. 778988198964_20076369_Zoomer Meowzies_Blossom_WLMX_GML_Product_1 copy” - .TIF, n.d.
 - “06. 778988198988_20076370_Zoomer Meowzies_Tabitha_TRUX_GML_Product_1 copy” - .TIF, n.d.
 - “07. 778988199008_20076371_Zoomer Meowzies_Sparkles_TRGX_GML_Product_1 copy” - .TIF, n.d.
 - “08. 778988238080_20074329_Zoomer Meowzie_Lucky_M01_GBL_Product_1 copy” - .TIF, n.d.
 - “09. 778988238080_20074329_Zoomer Meowzie_Lucky_M01_GBL_Product_5 copy” - .TIF, n.d.
 - “10. 778988238103_20074330_Zoomer Meowzie_Arista_M01_GBL_Product_1 copy” - .TIF, n.d.

- “11. 778988238103_20074330_Zoomer Meowzie_Arista_M01_GBL_Product_4 copy” - .TIF, n.d.
 - “12. Meowsies_Patches_0001_V2_left copy” - .TIF, n.d.
 - “13. Meowsies_Patches_0002_V2 copy” - .TIF, n.d.
 - “14. Meowsies_Viola_0001_V2_LEFT copy” - .TIF, n.d.
 - “15. Zoomer_Meowzies_FULL_LOGO copy” - .TIF, n.d.
- Folder 8 Folder 08_Zoomer Paw Patrol [8 files]
- “01. 778988238127_20074331_Zoomer_Paw Patrol Marshall_GBL_Product_12 copy” - .TIF, n.d.
 - “02. 778988238127_20074331_Zoomer_Paw Patrol Marshall_GBL_Product_13 copy” - .TIF, n.d.
 - “03. 778988238127_20074331_Zoomer_Paw Patrol Marshall_GBL_Product_14 copy” - .TIF, n.d.
 - “04. 778988624319_20080165_Zoomer_Paw Patrol Skye_EN FR_GBL_Product_3 copy” - .TIF, n.d.
 - “05. 778988624319_20080165_Zoomer_Paw Patrol Skye_EN FR_GBL_Product_5 copy” - .TIF, n.d.
 - “06. Everest_front copy” - .TIF, n.d.
 - “07. skye_backpanel_puppack copy” - .TIF, n.d.
 - “08. Zoomer Paw Patrol_side2 copy” - .TIF, n.d.
- Folder 9 Folder 09_Zoomer Zuppies [26 files]
- “01. 6022351_Zoomer_Zuppies_M01_GBL_Asst_1 copy” - .TIF, n.d.
 - “02. 6022351_Zoomer_Zuppies_M01_GBL_Asst_3 copy” - .TIF, n.d.
 - “03. 778988063606_20063689_Zoomer_Zuppies_Dalmation Edgy_M01_GBL_Product_2 copy” - .TIF, n.d.
 - “04. 778988063606_20063689_Zoomer_Zuppies_Dalmation Edgy_M01_GBL_Product_10 copy” - .TIF, n.d.
 - “05. 778988063613_20063690_Zoomer_Zuppies_Dalmation Spot_M01_GBL_Product_1 copy” - .TIF, n.d.
 - “06. 778988063613_20063690_Zoomer_Zuppies_Dalmation Spot_M01_GBL_Product_2 copy” - .TIF, n.d.
 - “07. 778988063613_20063690_Zoomer_Zuppies_Dalmation Spot_M01_GBL_Product_10 copy” - .TIF, n.d.
 - “08. 778988091364_20066925_Zoomer_Zuppies_Pink Candy_M01_GBL_Product_1 copy” - .TIF, n.d.
 - “09. 778988091364_20066925_Zoomer_Zuppies_Pink Candy_M01_GBL_Product_4 copy” - .TIF, n.d.
 - “10. 778988092286_20066998_Zoomer_Zuppies_Pink Dalmation_WLMX_GBL_Product_2 copy” - .TIF, n.d.
 - “11. 778988092286_20066998_Zoomer_Zuppies_Pink Dalmation_WLMX_GBL_Product_5 copy” - .TIF, n.d.
 - “12. 778988092286_20066998_Zoomer_Zuppies_Pink Dalmation_WLMX_GBL_Product_5-2 copy” - .TIF, n.d.
 - “13. 778988092309_20066999_Zoomer_Zoomer Zuppies_Lilac_TRUX_GBL_Product_7 copy” - .TIF, n.d.

- “14. 778988092323_20067000_Zoomer_Zoomer Zuppies_Gemma_TRGX_GBL_Product_1 copy” - .TIF, n.d.
 - “15. 778988092323_20067000_Zoomer_Zoomer Zuppies_Gemma_TRGX_GBL_Product_2 copy” - .TIF, n.d.
 - “16. 778988093986_20067179_Zoomer_Zoomer and Zuppie_CSTCX_GBL_Product_2 copy” - .TIF, n.d.
 - “17. 778988100684_20067848_Zoomer_Zuppies_Noble_BRNX_GBL_Product_3 copy” - .TIF, n.d.
 - “18. 778988100684_20067848_Zoomer_Zuppies_Noble_BRNX_GBL_Product_4 copy” - .TIF, n.d.
 - “19. 778988114513_2006879_Zoomer_Zuppies_Flora_M02_GBL_Product_3 copy” - .TIF, n.d.
 - “20. Zoomer Zuppies F15 - Halloween Channel Art (FB Template) copy” - .TIF, n.d.
 - “21. Zoomer_Zuppies_Logo copy” - .TIF, n.d.
 - “22. Zoomer_Zuppies_Logo-2 copy” - .TIF, n.d.
 - “23. ZUPPIES SP16 PUG-ICECREAM copy” - .TIF, n.d.
 - “24. Zuppies_BARNES SIDE copy” - .TIF, n.d.
 - “25. Zuppies_Dalmation_V2_0003-TROPHY copy” - .TIF, n.d.
 - “26. Zuppies_Edgy_0003 CMYK for PRINT copy” - .TIF, n.d.
- Folder 10 Folder 10_Zoomer Zuppy Love [26 files]
- “01. 6024380_Zuppy Love_Barnes_M02_BRNX_GBL_Asst_2 copy” - .TIF, n.d.
 - “02. 6026251_Zoomer_Zuppies_Zuppy Love Asst_M01_GBL_Product_8 copy” - .TIF, n.d.
 - “03. 778988129609_20070484_Zoomer_Zuppies_Zuppy Love_Sport_M01_GBL_Product_4 copy” - .TIF, n.d.
 - “04. 778988129609_20070484_Zoomer_Zuppies_Zuppy Love_Sport_M01_GBL_Product_5 copy” - .TIF, n.d.
 - “05. 778988129609_20070484_Zoomer_Zuppies_Zuppy Love_Sport_M01_GBL_Product_13 copy” - .TIF, n.d.
 - “06. 778988203415_20071179_Zoomer_Zuppies_Zuppy Love_Diamond_WLMX_GBL_Product_8 copy” - .TIF, n.d.
 - “07. 778988204856_20072183_Sundae_M02_GBL_Product_1 copy” - .TIF, n.d.
 - “08. 778988204856_20072183_Sundae_M02_GBL_Product_3 copy” - .TIF, n.d.
 - “09. 778988214466_20072184_Princess_M02_GBL_Product_1 copy” - .TIF, n.d.
 - “10. Zoomer Zuppies S16_Zuppy Love Contest_Social_Facebook copy” - .TIF, n.d.
 - “11. Zoomer Zuppies S16_Zuppy Love Contest_Social_Facebook-2 copy” - .TIF, n.d.
 - “12. Zoomer_ZUPPY LOVE LOGO PILL copy” - .TIF, n.d.
 - “13. Zuppies CUPCAKE MOODS copy” - .TIF, n.d.
 - “14. Zuppies DIAMOND SIDE copy” - .TIF, n.d.

- “15. ZUPPIES GLAM HERO 2 copy” - .TIF, n.d.
- “16. Zuppies PIXY SECRETS copy” - .TIF, n.d.
- “17. Zuppies PJ SECRET copy” - .TIF, n.d.
- “18. Zuppies Pupstar HERO copy” - .TIF, n.d.
- “19. Zuppies Pupstar HERO-2 copy” - .TIF, n.d.
- “20. Zuppies Pupstar MOODS copy” - .TIF, n.d.
- “21. Zuppies Pupstar MOODS-2 copy” - .TIF, n.d.
- “22. Zuppies Pupstar SIDE copy” - .TIF, n.d.
- “23. ZUPPIES SPORT HERO copy” - .TIF, n.d.
- “24. ZUPPIES SPORT HERO-2 copy” - .TIF, n.d.
- “25. Zuppies_POODLE_PRINCESS_0003_CMYK FOR PRINT copy” - .TIF, n.d.
- “26. Zuppies_POODLE_PRINCESS_0004_CMYK FOR PRINT copy” - .TIF, n.d.

Subseries E: Packaging examples

Scope and Content Note: This subseries contains graphics and packaging examples for Zoomer, Zoomer Chimp, Zoomer Chomplingz, Zoomer Dino, Zoomer Hedgez, Zoomer Kitty, Zoomer Meowzies, Zoomer Zuppies, Zoomer Zuppy Love, and the Zoomer Paw Patrol line. (All files in this subseries are .TIFs.)

Digital - III E

Folder 1

Folder 01_Zoomer (Original) [24 files]

- “01. 778988029244_20059779_Zoomer_Dalimation_GEN_Angle_PKG copy” - .TIF, n.d.
- “02. 778988047026_20062255_Zoomer_Zoomer Gil_Purple_TRUX_GTL_Angle_PKG copy” - .TIF, n.d.
- “03. 778988047149_20062259_Zoomer_Zoomie_Pink Dalimation_WLMX_GBL_Front_Pkg copy” - .TIF, n.d.
- “04. 778988070086_20064357_Zoomer_Dalimation with Hoodie_CSTCX_GTL_Angle_PKG copy” - .TIF, n.d.
- “05. 778988070086_20064357_Zoomer_Dalimation with Hoodie_CSTCX_GTL_Front_PKG copy” - .TIF, n.d.
- “06. 778988089002_20066761_Zoomer_Zoomer Gil_Purple_EML_Angle_PKG copy” - .TIF, n.d.
- “07. 778988090398_20066852_Zoomer_Dalimatian 2_M02_GTL_Angle_PKG copy” - .TIF, n.d.
- “08. 778988090398_20066852_Zoomer_Dalimatian 2_M02_GTL_Front_PKG copy” - .TIF, n.d.
- “09. 778988090428_20066854_Zoomer_Shadow_GTL_Angle_PKG copy” - .TIF, n.d.
- “10. 778988092248_20066995_Zoomer_Dalimatian 2_M02_WLMX_GTL_Angle_PKG copy” - .TIF, n.d.
- “11. 778988096147_20067404_Zoomer_Dalimatian 2_M02_GEN_Angle_PKG copy” - .TIF, n.d.

- “12. 778988096147_20067404_Zoomer_Dalmatian_2_M02_GEN_Front_PKG copy” - .TIF, n.d.
 - “13. 778988096598_20067437_Zoomer_Zoomer 2_Shadow_EBL_Angle_PKG copy” - .TIF, n.d.
 - “14. 778988096598_20067437_Zoomer_Zoomer 2_Shadow_EBL_Front_PKG copy” - .TIF, n.d.
 - “15. 778988096666_20067441_Zoomer_Zoomer 2_Dalination_EBL_Angle_PKG copy” - .TIF, n.d.
 - “16. 778988096758_20067445_Zoomer_Bentley_GEN_Front_PKG copy” - .TIF, n.d.
 - “17. 778988096772_20067446_Zoomer_Shadow_GEN_Angle_PKG copy” - .TIF, n.d.
 - “18. 778988098080_20067605_Zoomer_Zoomer 2_Purple_EBL_Angle_PKG copy” - .TIF, n.d.
 - “19. 778988113752_20068927_Zoomer 2 Dalmatian_EML_Angle_PKG copy” - .TIF, n.d.
 - “20. 778988113752_20068927_Zoomer 2 Dalmatian_EML_Front_PKG copy” - .TIF, n.d.
 - “21. 778988113776_20068928_Zoomer 2 Bentley_EML_Angle_PKG copy” - .TIF, n.d.
 - “22. 778988114421_20068975_Zoomer_Premium Dog_Silver_TRUX_GBL_Front_PKG copy” - .TIF, n.d.
 - “23. 778988114421_20068975_Zoomer_Premium Dog_Silver_TRUX_GBL_Product_15 copy” - .TIF, n.d.
 - “24. ZOOMER_PACKAGE_GEN”- .JPG, n.d.
- Folder 2 Folder 02_Zoomer Chimp [2 files]
- “01. 778988325539_20072154_Zoomer Chimp_UPCX_GBL_Angle_PKG copy” - .TIF, n.d.
 - “02. Zoomer F16_Zoomer Chimp_Eye Colour Dictionary_Social_Spanish” - .png, n.d. [text in Spanish]
- Folder 3 Folder 03_Zoomer Chomplingz [8 files]
- “01. 778988129616_20070486_Zoomer Dino_Chomplingz Asst_Hyjinx_M01_GBL_Front_PKG copy” - .TIF, n.d.
 - “02. 778988140437_20071102_Zoomer Dino_Chomplingz_Brute_TRGX_GBL_Angle_PKG copy” - .TIF, n.d.
 - “03. 778988140437_20071102_Zoomer Dino_Chomplingz_Brute_TRGX_GBL_Front_PKG copy” - .TIF, n.d.
 - “04. 778988197943_20075251_Zoomer Dino_Chomplingz_Bones_M03_GBL_Angle_PKG copy” - .TIF, n.d.
 - “05. 778988197950_20075252_Zoomer Dino_Chomplingz_Mantis_M03_Angle_PKG copy” - .TIF, n.d.
 - “06. 778988197950_20075252_Zoomer Dino_Chomplingz_Mantis_M03_Front_PKG copy” - .TIF, n.d.
 - “07. 778988197967_20075253_Zoomer Dino_Chomplingz_Raider_M03_GBL_Angle_PKG copy” - .TIF, n.d.

- Folder 10 Folder 10_Zoomer Zuppy Love [4 files]
- “01. 778988204856_20072183_Sundae_M02_GBL_Angle_PKG copy” - .TIF, n.d.
 - “02. 778988205792_20071373_Zoomer_Zuppies_Zuppy Love_Pixy_CSTX_GBL_Angle_PKG copy” - .TIF, n.d.
 - “03. 778988211779_20071675_Zoomer_Zuppies_Zuppy Love_PJ_EML_Front_PKG copy” - .TIF, n.d.
 - “04. 778988211816_20071677_Zoomer_Zuppies_Zuppy Love_Prima_EML_Front_PKG copy” - .TIF, n.d.

Subseries F: Press and media

Scope and Content Note: This subseries includes information on product coverage by “influencers” (notable bloggers or social media channels), major media outlets, and photos of a Zoomer booth at a trade show. (Files in this subseries are .MOVs, .CSVs, .PDFs, .PNGs, or .JPGs.)

Digital - IIIF

- Folder 1 Folder 01_Influencer coverage [2 files]
- “01. Teen Choice Awards 2014 - Backstage with Zoomer Dino and Zoomer Zuppies” - .MOV [02:28 run time; footage of celebrities with Zoomer Dino and Zuppies at Teen Choice Awards], 2014
 - “02. Zoomer_influencer coverage_2015” - .CSV [spreadsheet of influential bloggers/YouTubers and associated URLs to coverage of Zoomer products], 2016
- Folder 2 Folder 02_Media coverage tracking [22 files]
- “01. Zoomer 2016 Coverage Tracker - Brand Mention 7.7.2016” - .CSV [spreadsheet of major media outlets and associated URLs to coverage of Zoomer products], 2016
 - “02. Coverage” folder, includes:
 - Forbes - “Robotic Pet ‘Zoomer Chimp’ Stands, Farts and Dances,” Andy Robertson, *Forbes*, 2/14/16 - .PDF and .PNG, 2016
 - Gizmodo - “The Zoomer Robot Chimp Stands and Balances on Two Feet Better than a Toddler Can,” Andrew Liszewski, *Gizmodo*, 2/14/16 - .PDF and .PNG, 2016
 - Globe and Mail - “A Diversification Trends Emerges,” David Milstead, *Globe and Mail*, 1/2/16 - .PNG, 2016
 - Heavy - “Top 10 Best Robot Toys for Kids: The Ultimate List,” Bobby Bernstein, *Heavy*, 4/12/16 - .PDF and .PNG, 2016
 - Huffington Post - “Tiny Sensors are a Game Changer at Toy Fair 2014,” Andrea Smith, *Huffington Post*, 2/19/14 - .PDF and .PNG, 2014
 - Mashable - “Zoomer: The Robotic Dog for People Who Can’t Have Pets,” Lance Ulanoff, *Mashable*, 11/13/13 - .PDF and .PNG, 2013

- Mirror - “Top 10 Tech Toys from the New York Toy Fair 2016,” Andy Robertson, *Mirror*, 2/16/16 - .PDF and .PNG, 2016
- TODAY - “Toy Fair Finds: Here are the latest creations kids will want,” *TODAY* online, 2/15/16 - .PNG, 2016
- Toy Insider - “The Today Show Gets a Look at Toy Fair 2016,” Stephanie Grassulo, *Toy Insider*, 2/18/16 - .PDF and .PNG, 2016
- Trendhunter - “Spin Master’s Zoomer Chimp that Crawls and Balances on Two Wheely Feet,” Laura McQuarrie, *Trendhunter*, 2/19/16 - .PDF and .PNG, 2016
- TTPM - “Toy Fair 2016: Spin Master’s Air Hogs, Zoomer, The Secret Life of Pets and More,” *TTPM*, 2/15/16 - .PNG, 2016
- USA Today - “At Toy Fair 2013, Robotic Dogs, Makeup Mirrors, and More,” Jennifer Jolly, *USA Today*, 2/12/13 - .PDF and .PNG, 2013

Folder 3 Folder 03_Zoomer booth at a trade show [3 files]

- “01. Zoomer TRADESHOW 3” - .JPG, n.d.
- “02. Zoomer TRADESHOW 4” - .JPG, n.d.
- “03. Zoomer TRADESHOW 5” - .JPG, n.d.

Subseries G: Videos

Scope and Content Note: This subseries holds digital videos files of Zoomer commercials (shown on television and/or social media) and instructional videos for Zoomer, Zoomer Dino, Zoomer Chomplingz, Zoomer Kitty, and Zoomer Zuppies. (All files in this subseries are .MOVs.)

Digital - III G

Folder 1 Folder 01_Commercials [6 files]

- “01. Zoomer - Japanese Commercial” - .MOV (00:15 run time; “Hello Zoomer!” commercial, in Japanese), 2014
- “02. Zoomer Dino F14 - On the Hunt TVC” - .MOV (00:31 run time; Zoomer Dino commercial), 2014
- “03. Zoomer Dino F15 - Chomplingz 30s TVC” - .MOV (00:30 run time; Zoomer Chomplingz commercial), 2015
- “04. Zoomer Dino_Indominus Rex_Evacuate the Island_Social” - .MOV (00:36 run time; Jurassic Park Indominus Rex special edition Zoomer Dino), 2015
- “05. Zoomer_Your Real Best Friend_Social” - .MOV (00:41 run time; Zoomer and friends commercial), 2013
- “06. Zoomer_Your Real Best Friend_TVC” - .MOV (00:31 run time; Zoomer and friends commercial), 2013

Folder 2 Folder 02_Instructional videos [7 files]

- “01. Zoomer Dino F14 - How-To” - .MOV (03:20 run time; instructional video for Zoomer Dino), 2014
- “02. Zoomer Dino F15 - Chomplingz How-To” - .MOV (04:02 run time; instructional video for Chomplingz), 2015

- “03. Zoomer Dino F15 - Jester How-To” - .MOV (05:52 run time; instructional video for Jester), 2015
- “04. Zoomer Kitty F15 - How-To” - .MOV (04:58 run time; instructional video for Zoomer Kitty), 2015
- “05. Zoomer Trouble Shooting” - .MOV (01:57 run time; troubleshooting video for Zoomer), n.d. [c. 2013]
- “06. Zoomer_Zuppies_TVC” - .MOV (03:09 run time; introductory/instructional video for Zoomer Zuppies), 2015
- “07. Zoomer Zuppies S15_What Does Your Zuppy Do_Activities and Games” - .MOV (01:50 run time; instructional video for Zoomer Zuppies activities and games mode), n.d. [c. 2015]

Subseries H: Websites

Scope and Content Note: Within this subseries are screenshots from the Spin Master websites for Zoomer, Zoomer Dino, and Zoomer Kitty, as well as a list of all the Zoomer products as of 2016. (Files in this subseries are .PNGs or .MOVs.)

Digital - IIIH

- Folder 1 Folder 01_Zoomer product line [1 file]
- “01. All_Zoomer_Products_As_Of_2016_SpinMaster_Shop_Website” - .PNG, 2016
- Folder 2 Folder 02_Zoomer Dog website [12 files]
- “01. Zoomer Dog website” - .MOV (04:05 run time; video of Zoomer Dog website user experience), 2016
 - “02. Website screengrabs” folder, includes:
 - “01. Zoomer_website_Activities1” - .PNG, 2016
 - “02. Zoomer_website_Activities2” - .PNG, 2016
 - “03. Zoomer_website_Main” - .PNG, 2016
 - “04. Zoomer_website_ParentalInfo” - .PNG, 2016
 - “05. Zoomer_website_Products1” - .PNG, 2016
 - “06. Zoomer_website_Products2” - .PNG, 2016
 - “07. Zoomer_website_Products3” - .PNG, 2016
 - “08. Zoomer_website_Products4” - .PNG, 2016
 - “09. Zoomer_website_Support” - .PNG, 2016
 - “10. Zoomer_website_WhereToBuy” - .PNG, 2016
 - “11. Zoomer_website_ZoomerFamily” - .PNG, 2016
- Folder 3 Folder 03_Zoomer Dino website [11 files]
- “01. screencapture-zoomerdino-com-Activities” - .PNG, 2016
 - “02. screencapture-zoomerdino-com-AllDinos” - .PNG, 2016
 - “03. screencapture-zoomerdino-com-ChomplingzCoast” - .PNG, 2016
 - “04. screencapture-zoomerdino-com-DinoBoneyard” - .PNG, 2016
 - “05. screencapture-zoomerdino-com-FossilForest” - .PNG, 2016
 - “06. screencapture-zoomerdino-com-HomePage” - .PNG, 2016
 - “07. screencapture-zoomerdino-com-IndominusRex” - .PNG, 2016
 - “08. screencapture-zoomerdino-com-ParentsCommunity” - .PNG, 2016
 - “09. screencapture-zoomerdino-com-PrehistoricPlains” - .PNG, 2016
 - “10. screencapture-zoomerdino-com-Support” - .PNG, 2016

- Folder 4
 - Folder 04_Zoomer Kitty website [7 files]
 - “11. screencapture-zoomerdino-com-Videos” - .PNG, 2016
 - “01. screencapture-www-zoomerkitty-com-activities-php-Activities” - .PNG, 2016
 - “02. screencapture-www-zoomerkitty-com-features-php-Features” - .PNG, 2016
 - “03. screencapture-www-zoomerkitty-com-HomePage” - .PNG, 2016
 - “04. screencapture-www-zoomerkitty-com-parents-php-Parents” - .PNG, 2016
 - “05. screencapture-www-zoomerkitty-com-products-php-Products” - .PNG, 2016
 - “06. screencapture-www-zoomerkitty-com-support-php-Support” - .PNG, 2016
 - “07. screencapture-www-zoomerkitty-com-videos-php-Videos - .PNG, 2016