



TOY OF THE YEAR AWARDS

The Toy Foundation Fundraiser

2023 TOTY® AWARDS INFLUENCER PROGRAM RECAP

PROGRAM OVERVIEW

To support the Toy of the Year® (TOTY®) Awards 2023 program, **17 influencers** across social media were selected to reveal this year's TOTY Awards finalists across each category.

Each influencer was uniquely selected based on their content and audience for the award category they were assigned, as well as their availability in the Q3/Q4 time-period.

From August - October 2024, the earned (unpaid) influencers created up to three waves of content, announcing (1) the finalists, (2) category winners, and (3) Toy of the Year and People's Choice winners. All posted for the first wave, with some going above and beyond in posting for each wave, plus additional content and hosting a product giveaway* over the course of the program.

In advance of posting, each influencer received a briefing document outlining the program, the samples directly from the finalists, and posting requirements.

PROGRAM RESULTS

The campaign placed product into influential hands, generated excitement, and drove consumer buzz just in time for the 2023 holiday shopping, resulting in:

56

Total Pieces of Content

99,607

Total Engagements

2,920,628

Total Impressions

66,000

Consumer Votes
Submitted at
ToyAwards.org

Measurement:

- Impression: the number of followers/subscribers and potential eyeballs a post could receive
- Engagement: the number of interactions on a post (comments, likes, shares, views, etc.)

2023 INFLUENCERS



Action Figure of the Year
Pixel Dan



Game of the Year
CassiKidzCrew



Plush of the Year
TheBettag3



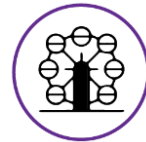
Collectible of the Year
Geek.Dad.Life



Grown Up Toy of the Year
Kyle Peterson



Preschool Toy of the Year
Prince Tyrone JR



Construction Toy of the Year
COOL TOY



Infant/Toddler Toy of the Year
The Curated Kids



Specialty Toy of the Year
KBToyReviews



Creative Toy of the Year
eaextremefun



License of the Year
Dunn Family Fun



STEAM Toy of the Year
RiddyBaby



Doll of the Year
Mad_Dollz



Outdoor Toy of the Year
Play with Ethan



Ride On Toy of the Year
FreelyNat



Playset of the Year
DaynaGirlWorld1



Vehicle of the Year
KhanFlicks



TOY OF THE YEAR AWARDS

The Toy Foundation Fundraiser

CONTENT BREAKDOWN

ACTION FIGURE OF THE YEAR



Pixel Dan

Content:

- 4 pieces
 - 8/21/2023 – **YouTube**: 315,000 subscribers
 - Engagements: 5,047 views; 333 likes; 53 comments
 - 8/21/2023 – **Instagram** (static): 47,800 followers
 - Engagements: 378 likes; 9 comments
 - 8/21/2023 – **Facebook** (static): 39,000 followers
 - Engagements: 83 likes; 12 comments; 5 shares
 - 8/21/2023 – **X / Twitter**: 30,000 followers
 - Engagements: 30 likes; 2 shares

Results:

- Impressions: 431,800
- Engagements: 5,952
 - Views: 5,047
 - Likes: 824
 - Comments: 74
 - Shares: 7





YouTube Video: Action Figure of the Year Nominees | Toy of the Year (TOTY) Awards 2023. The video features Pixel Dan speaking in front of a green background with a TOTY 2023 logo. The logo includes the text "TOY OF THE YEAR AWARDS" and "The Toy Foundation Fundraiser".

Instagram Post: A collection of action figures including a cowboy on a horse, a blue dragon, a green warrior, a blue dinosaur, and a yellow Pikachu. The post includes the text: "The #ToyAssociation asked me to help them announce the finalists in the Action Figure of the Year category for the 2023 #TOTY Toy of the Year Awards. Video going over the finalists is up on my channel now. Link in the comments below. Voting is open to the public at toyawards.org".



Facebook Post: A collection of action figures including a cowboy on a horse, a blue dragon, a green warrior, a blue dinosaur, and a yellow Pikachu. The post includes the text: "The folks over at @TheToyAssoc asked me to help them announce the finalists the Action Figure of the Year category for the 2023 #TOTY Toy of the Year Awards. Vid: youtu.be/mMQU1ZxeNnc. Voting is now open to the public at the official Toy Awards website!".

TOP COMMENTS





 **mdrakedcl** And we had lots of S.H.Figuarts, Mezco, Hot Toys, Mafex... but for sure they aren't at same level of a McFarlane Spawn. 



11w Reply



 **godemperorzurg** King Hydra is a fun and amazing toy 🙌 

11w Reply



 **sodaclowntoys** Turtles should win for the mutant figures alone. That Hydra is very nice though. 



11w Reply


 **@_ian2800** 3 months ago
Turtles MM line line crushed it this year. 



 11  Reply


▼ 1 reply



 **@shaundas** 3 months ago
TMNT needs to win!!!! 


 2  Reply



 **@lanzotv** 2 months ago
If I had to place a bet, I would put money down on Jurassic Park. They have had a huge presence in the toy aisles for a few years now!

 1  Reply

 **@georgegebhardtjr342** 2 months ago (edited)
Although the Spawn figure w/ horse is cool looking, I'd have to vote for Goo Jit Zu's King Hydra. Even cooler, and more action features for that figure.

  Reply

 **@ThePhenomf4** 2 months ago
Gotta give it to the hydra. It's about time Moose Toys gets some recognition. My son and I have been into the GooJitsu and Akedo lines since the beginning and we almost have them all. His friends will go for those over my transformers and Motu toys every time. I'm kind of disappointed about that, but I'm glad they're having fun.

 1  Reply

COLLECTIBLE OF THE YEAR



Geek.Dad.Life

Content:

- 1 piece
 - 9/1/2023 – **YouTube:** 18,100 subscribers
 - Engagements: 1,488 views; 106 likes; 36 comments

Results:

- Impressions: 18,100
- Engagements: 1,630
 - Views: 1,488
 - Likes: 106
 - Comments: 36



Who Would YOU Pick for Toy of the Year?



Geek.Dad.Life.
18.1K subscribers

Join

Subscribe

106



Share



Download



Thanks



Clip



TOP COMMENTS



@_Sesquipedal  2 months ago

If I'm voting based on my kid's interest, it's a toss up between the LEGO mini-figs & Squishmallows

   Reply



@RetroActionUK 2 months ago

Transformers Legacy Evolution for me LOL! Out of what's on the list though it's either LEGO Minifigures or the Mini Arcades.

   Reply



@jasonking3182 2 months ago



Masters of the Universe Origins should win for Snake Mountain alone. It may be the best playset made in the last 30 years

  Reply



@edwardhunter8951 2 months ago

Those Disney 100 Legos have my vote. I love the Squishmallows, and so do my kids. But two classics coming together just seem right : Disney + Lego.

  Reply



@Dorelaxen 2 months ago

Of what's there, I'd vote for the mini arcades.

   Reply

CONSTRUCTION TOY OF THE YEAR



COOL TOY

Content:

- 2 pieces
 - 8/21/2023 – **YouTube**: 46,000 subscribers
 - Engagements: 910 views; 43 likes; 45 comments
 - **Incorporated giveaway*
 - 8/21/2023 – **Instagram** (story): 1,574 followers
 - Engagements: N/A

Results:

- Impressions: 47,574
- Engagements: 998
 - Views: 910
 - Likes: 43
 - Comments: 45

now in today's video I have the absolute pleasure to showcase the finalists for construction toy of

Construction Toys Of The Year - The Toy Foundation Awards!

COOLTOY
46K subscribers

Subscribe

43 45 Share Download Save

Don't forget to vote!
[TOYAWARDS.ORG](https://toyawards.org)

@thetoyfndn
@chizsix marketing and media

TOP COMMENTS



@chrislaustin 2 months ago

I have to go with the STEM Explorers Bridge Builders set, as it seems the most "construction" specific of the bunch. Since it is inspired by real world engineering, it appears to offer the best foundation for young minds who may think & dream past the limited uses of most toys in this genre.

👍 1 🗨️ 🧡 Reply



@doslover 2 months ago

While the "Up" house is cute and the one I would probably buy for myself, I think my choice for construction toy of the year would be the bridge builder one. Seems fun and potentially educational.

👍 1 🗨️ 🧡 Reply



@derrickthegatorriverboat6993 2 months ago

Whew, this is a tough one. I'll go with the Lego Friends school playset. Especially now that school is in for our kids, now they can act out their own school house moments with this playset. This is also a good way to keep kids feeling positive about being in a school environment. I like it!

👍 1 🗨️ 🧡 Reply



@alexbitcourt7714 3 months ago

All great toys and amazing foundation. I'm going with the great smile of the kiddo ;) playing with the Epic Forts!

👍 1 🗨️ 🧡 Reply



@surround00 3 months ago

I'll vote for the stem explorers bridge builders kit.

👍 1 🗨️ 🧡 Reply



@JHeath5150 3 months ago

The UP LEGO set is the perfect one for my son. He loves the movie and relates with me as the old man. Thanks for all the great content Doug!

👍 1 🗨️ 🧡 Reply

CREATIVE TOY OF THE YEAR



eaextremefun

Content:

- 2 pieces
 - 9/1/2023 – **Instagram** (reel): 35,600 followers
 - Engagements: 2,130 views; 69 likes; 54 comments
 - 9/8/2023 – **Instagram** (story): 35,600 followers
 - Engagements: N/A

Results:

- Impressions: 71,200
- Engagements: 2,253
 - Views: 2,130
 - Likes: 69
 - Comments: 54

The image shows a screenshot of an Instagram post from the account 'eaextremefun'. The post features a video thumbnail with two young girls sitting on a table filled with various toys. One girl is holding a sign that says 'the toy foundation'. The post text includes a promotional message for the Creative Toy of the Year awards, a brief description of the Toy Foundation, and a call to action to vote. The video thumbnail also includes a call to action to vote and the website 'TOYAWARDS.ORG'.

eaextremefun • Follow
Tundra Beats • Promise

eaextremefun 8w
#ad We are excited to present to you the nominations for Creative Toy of the Year that will part of this years @thetoyfndn Toy Of The Year Awards.

First a bit about the Toy Foundation:

"The Toy Foundation hosts the Toy of the Year (TOTY) Awards to celebrate the creativity and philanthropy of the toy industry. It is an evening to honor the very best in the toy space and it serves as a critical fundraiser to support children in need worldwide.

Play improves lives, relationships, learning, health, and our communities. The Toy Foundation works to create a world where every child has the

Liked by maciesmiles and others
SEPTEMBER 1

Add a comment...

Today is your last chance to vote for your favorite Creative Toy of the Year, click the link below to vote. You can also vote for other categories as well!


eaextremefun
@TOYAWARDS.ORG
@THETOYFNDN

TOP COMMENTS



 **thejerseymomma**  9w
👏👏 great job!! I want to vote for them all! 

 **mamaandkidz** 9w
Wow ! Amazing toys ! 😍 



 **jackbutlerofficial** 9w
Oh wow this is amazing! 



 **the.real.la.mama**  9w
We love all of these toys but @americangirlbrand lives rent free in our hearts! 
1 like Reply

 **maciesmiles** 9w
Wow those are some awesome toys!! 
1 like Reply

— Hide all replies

 **eaextremefun** 8w
@maciesmiles which one would you pick 

 **livin_with_littles** 9w
These are all great options 

 **abianandtristans_universe** 9w
Wow this is amazing ❤️ 

DOLL OF THE YEAR



Mad_Dollz

Content:

- 5 pieces
 - 8/26/2023 – **YouTube**: 128,000 subscribers
 - Engagements: 774 views; 62 likes; 14 comments
 - 8/26/2023 – **YouTube** (short): 128,000 followers
 - Engagements: 3,800 views; 407 likes; 16 comments
 - 8/26/2023 – **TikTok**: 117,300 followers
 - Engagements: 3,800 views; 389 likes; 16 comments; 3 shares
 - 8/26/2023 – **Instagram** (reel): 25,300 followers
 - Engagements: 7,111 views; 322 likes; 22 comments
 - 8/26/2023 – **Instagram** (story): 25,300 followers
 - Engagements: N/A

Results:

- Impressions: 423,900
- Engagements: 16,736
 - Views: 15,485
 - Likes: 1,180
 - Comments: 68
 - Shares: 3

Doll of the Year Finalists | Toy of the Year Awards 2023 (TOTY)

Mad Dollz
128k subscribers

60 | Share | Download | Clip | Save

nostalgic_dollz • Follow
Taylor Swift • Cruel Summer

nostalgic_dollz Edited • 2w
Doll of the Year TOTY Award Finalists + GIVEAWAY (closed)
Make sure you go VOTE:
<https://toyawards.org/toyaward/custom/DollToy.aspx>

Huge thank you to @thetoyfndn for choosing me to announce the Finalists of the Doll of the Year TOTY Award

★ GIVEAWAY - I will be doing my first ever giveaway starting now! Including all three Fresh Beats Dolls, as well as one Magic Mixies Pixing doll!

Giveaway is FREE to enter all you have to do is:


317 likes
AUGUST 28

TOP COMMENTS



@Ghoulis_Manster 2 months ago

So happy you got selected! You deserve it!

 7  Reply



@thedollhousedreams1389 2 months ago

That's amazing that you were selected! You deserve it with all the work you do!
I had no idea about the Toy Foundation, thank you for telling us about it, will definitely have to make a donation!

 1  Reply



@mario-mario822 1 month ago

So happy you're doing what you do. 🧑🏻‍🎨 More Creativity imagination and compassion are always welcome in this 🌍.

  Reply



@brendastrutko7303 2 months ago



You did an amazing job. I love your excitement. Going to vote right now....

  Reply



@joycecarkhuff785 2 months ago

Happy they chose you love seeing them all thank you will be voting

 1  Reply

GAME OF THE YEAR



CassiKidzCrew

Content:

- 1 piece
 - 8/24/2023 – **Instagram** (static-carousel): 44,100 followers
 - Engagements: 827 likes, 31 comments

Results:

- Impressions: 44,100
- Engagements: 858
 - Likes: 827
 - Comments: 31



cassikidzcrew and mlenox.cassi
Los Angeles, California

cassikidzcrew 9w
🌟🌟 We Have An Amazing Announcement 🌟🌟

We have been selected to share with you the TOTY Awards Nominees for Best Board Game!! 🥰

The TOTY Awards recognizes the TOP toys across 17 categories of play.

The Toy Foundation the Year (TOTY) Awards recognize creativity and philanthropy in the toy industry.

It will be an evening best in the toy industry amazing fundraiser in good worldwide



827 likes
AUGUST 24



toy Add a comment...




TOP COMMENTS




 **themariezq** 10w
❤️ 😊
Reply


 **kristinaandco_**  10w
How cool we will have to vote
Reply

 **nycmamaplus2** 9w
Yay sooo amazing !!! Great selection of toys
Reply

 **kotnicole** 10w
Such a fun promo
Reply


 **sashvladas** 10w
Omg 🤩 so many new toys!!!
Reply


 **daynagirlworld1** 10w
I will vote for Disney 🍷 one
Reply

 **kristinaandco_**  10w
These all looks so awesome!
Reply

 **elijah_henry627** 10w
Wow so many cool toys
Reply

 **ariasaralikes** 10w
All games and toys are fantastic, we love them @thetoyfndn
Reply

 **kotnicole** 10w
Such a cute look
Reply

 **ariasaralikes** 10w
Wow you are part of amazing and important decisions @thetoyfndn
❤️
Reply

GROWN-UP TOY OF THE YEAR



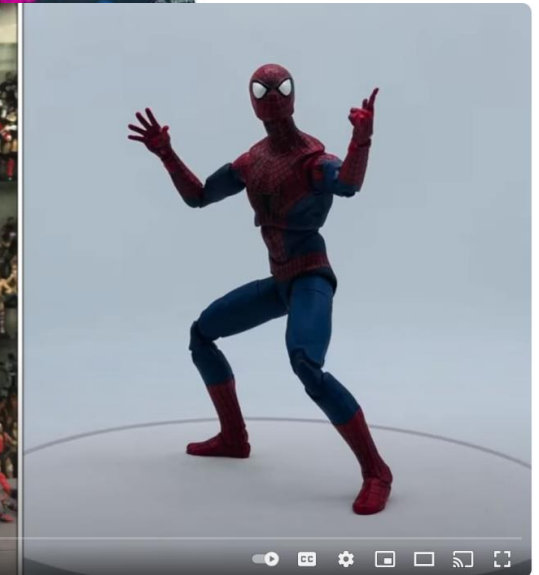
Kyle Peterson

Content:

- 3 pieces
 - 8/21/2023 – **YouTube**: 34,800 subscribers
 - Engagements: 1,381 views; 126 likes; 21 comments
 - 8/21/2023 – **Instagram** (static): 11,700 followers
 - Engagements: 31 likes; 2 comments
 - 8/21/2023 – **X/Twitter**: 3,778 followers
 - Engagements: 16 likes; 3 shares

Results:

- Impressions: 46,877
- Engagements: 1,588
 - Views: 1,381
 - Likes: 173
 - Comments: 31
 - Shares: 3



Toy of the Year Awards Finalists 2023 Category Grown Up Toy of the Year!



TOP COMMENTS



@retroalias 2 months ago

Well deserved accolade by having you present the nominees.



@carloscaceres9533 2 months ago

Congrats Kyle, TOTY knows who the hardest working Toytuber is.



@turbomantodd2002 2 months ago

Being the hardest working man on YouTube has paid off! Congrats!



@eltenda 3 months ago

Great initiative and video



INFANT/TODDLER TOY OF THE YEAR



The Curated Kids

Content:

- 3 pieces
 - 9/5/2023 – **Instagram** (reel): 10,200 followers
 - Engagements: 1,157 views; 57 likes; 20 comments
 - 9/5/2023 – **Instagram** (story): 10,200 followers
 - Engagements: N/A
 - 9/8/2023 – **Instagram** (story): 10,200 followers
 - Engagements: N/A

Results:

- Impressions: 30,600
- Engagements: 1,234
 - View: 1,157
 - Likes: 57
 - Comments: 20

thecuratedkids • Follow
Campsite Dream • September

thecuratedkids Edited • 7w
I'm excited to share with you some of this year's finalists for Toy of the Year at @thetoyfndn!

At The Toy Foundation (@thetoyfndn), they know the importance of play in every child's life and every year they celebrate the creativity and philanthropy of the toy industry. See the winners here: [the Toy of the Year Awards](#)

how cute are these?! I'll be able to use so many of these with Henry soon 🥰
(that little walker by @radioflyerinc is going to be so fun 🥰)

SEE THE FULL LIST IN THE CAPTION AND VOTE ON YOUR FAVORITES!

57 likes
SEPTEMBER

TOTY 2023
TOY OF THE YEAR AWARDS
The Toy Foundation

VOTE FOR YOUR FAVORITE
INFANT TODDLER TOY OF THE YEAR

thetoyfndn

today is the last day to vote for toy of the year! these are the finalists for infant toy of the year 🥰

CHECK OUT THIS YEAR'S FINALISTS FOR TOY OF THE YEAR

thecuratedkids [VOTE HERE](#)
[@thetoyfndn](#)

@thetoyfndn

TOP COMMENTS



amagicalminute 8w
these all look really fun!



2 likes Reply



adaywith_elsieandtheo 8w
So many good toys!



2 likes Reply



diy.withthewears 8w
Need to check these out!!



2 likes Reply



shopsweetlulu 8w
Love this! 🥰



3 likes Reply



melodyinthemaking 8w
Aww love this cause so much!!



2 likes Reply



fish.ertales 8w
I haven't heard of most of these,
need to check them out!



2 likes Reply

LICENSE OF THE YEAR



Dunn Family Fun

Content:

- 2 pieces
 - 8/24/2023 – **Instagram** (reel): 101,000 followers
 - Engagements: 11,900 views; 3,018 likes; 81 comments
 - 9/5/2023 – **Instagram** (static): 101,000 followers
 - Engagements: 13,764 likes; 1,597 comments
 - **Incorporated giveaway*

Results:

- Impressions: 202,000
- Engagements: 30,360
 - Views: 11,900
 - Likes: 16,782
 - Comments: 1,678

dunnfamilyfun • Follow
Louisville, Kentucky

dunnfamilyfun Edited • 6w
Giveaway Closed
Winner @mamamasonb has been selected and sent a message. If no response in 24 hours we will draw a new winner. Thanks again and stay tuned for more giveaways to come! To celebrate the 2023 TOTY we are giving away one of the biggest finalist toys in the License category! The Walt Disney Company: Disney 100 Lego Castle! Valued at \$399 To enter: 1.) Follow @dunnfamilyfun & @thetoyfndn

dunnfamilyfun • Follow
Paid partnership
Original audio

dunnfamilyfun • 9w
Introducing the finalist in the 2023 TOTY category: License
The Toy Foundation hosts the Toy of the Year (TOTY) Awards to celebrate the creativity and philanthropy of the toy industry.
We're honored to be able to share this years finalist in the category: License Toy of the Year.
Finalist include:
♥ Mattel, Inc.: Barbie Franchise @mattel @barbie
♥ BBC Studios: Bluey @bbcstudios @officialblueytv
♥ The Walt Disney Company: Disney 100 @disney GHQ
♥ Hasbro: Magic The V. Catherine The

3,021 likes
AUGUST 24

Add a comment...

TOP COMMENTS



hypefam805 10w

These all look like awesome and fun toys



Reply



dunnfamilydad 10w

Hudson has been so excited to unbox and play with all the toys too.



Reply



kentuckymomlife 10w

So exciting good luck to all the runners for TotY



Reply



dadlifeig 10w

Some great choices @tmnt has my vote



Reply



carissamommydance 10w

So cool. We have that @officialblueytv beach house



Reply




kidclubkassie 10w

The Disney 100 collection is one of my favorites this year



Reply



kristinaandco_  10w

So many fun toys!



Reply 

 View all 1 replies



therickstribes 10w


Love all this super cool toys of the year 🧸



Reply

 View all 1 replies



franklinfamilyof5  10w

So many amazing toys



Reply

OUTDOOR TOY OF THE YEAR



Play With Ethan

Content:

- 19 pieces
 - 8/23/2023 – **YouTube:** 1,420 subscribers
 - Engagements: 135 views; 33 likes
 - 8/24/2023 – **Instagram** (static): 17,500 followers
 - Engagements: 124 likes; 9 comments
 - 8/24/2023 – **Facebook** (static): 112 followers
 - Engagements: 7 likes; 1 comment
 - 8/26/2023 – **TikTok:** 4,223 followers
 - Engagements: 1,541 views; 56 likes; 19 comments
 - 8/27/2023 – **TikTok:** 4,223 followers
 - Engagements: 458 views; 34 likes; 26 comments
 - 8/28/2023 – **TikTok:** 4,223 followers
 - Engagements: 517 views; 41 likes; 17 comments; 1 share
 - 8/28/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 357 views; 100 likes; 17 comments
 - 8/30/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 318 views; 169 likes; 13 comments
 - 8/31/2023 – **TikTok:** 4,223 followers
 - Engagements: 1,030 views; 38 likes; 23 comments
 - 9/3/2023 – **TikTok:** 4,223 followers
 - Engagements: 440 views; 32 likes; 17 comments
 - 9/4/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 278 views; 141 likes; 7 comments

TOTY 2023
TOY OF THE YEAR AWARDS

OUTDOOR TOY OF THE YEAR NOMINEES

playwithethan • Follow
Elton John • Rocket Man (I Think It's Going To ...

playwithethan @w Congratulations to The Step2 Company: Step2 Space Capsule for being nominated for Outdoor Toy of the Year for the 2023 TOTY Awards!

Spark curiosity for the universe & unleash astronaut dreams with the Space Capsule Swing from @thestep2company

Featuring a unique 2 in 1 design, you have the option to hang the capsule as a swing OR use it as a stationary kid's playhouse inside or outside.

Be sure to go vote for your FAVORITE toys at <https://www.toyawards.org> from NOW until September 8th!

114 likes
SEPTEMBER 7

Outdoor Toy of the Year

0:18 / 3:59

playwithethan • Follow
Keiron Raven, Trap Music Now • UFO SONG (X...

playwithethan 9w Congratulations to Starlux Games for being nominated for Outdoor Toy of the Year for the Toy of the Year (TOTY) Awards for Cosmic Kick the Can! @starluxgames

An Intergalactic Terrestrial has landed in your neighborhood & rude invaders are trying to kick it out of town!

I.T. scores points by tagging invaders while invaders score points by kicking the Cosmic Can. Get Bonus Points if it lands on their color.

Be sure to go vote for your FAVORITE

167 likes
AUGUST 30

Outdoor Toy of the Year Nominees | Toy of the Year (TOTY) Awards 2023 #toys #sponsored #foryou #kids

Play with Ethan 1.42K subscribers

32 | Share | Download | Save

OUTDOOR TOY OF THE YEAR



Play With Ethan

Content (cont'd):

- 19 pieces
 - 9/5/2023 – **TikTok**: 4,223 followers
 - Engagements: 444 views; 35 likes; 26 comments; 1 share
 - 9/6/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 297 views; 100 likes; 8 comments
 - 9/7/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 1,090 views; 115 likes; 7 comments
 - 9/7/2023 – **TikTok** (video): 4,223 followers
 - Engagements: 413 views; 31 likes; 26 comments; 11 saves; 1 share
 - 9/7/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 178 views; 41 likes; 11 comments
 - 9/8/2023 – **Instagram** (reel): 17,500 followers
 - Engagements: 325 views; 96 likes; 10 comments
 - 10/18/2023 – **Instagram** (static): 17,500 followers
 - Engagements: 101 likes; 25 comments
 - 10/18/2023 – **Facebook** (static): 112 followers
 - Engagements: 6 likes; 2 comments

Results:

- Impressions: 188,705
- Engagements: 9,399
 - Views: 7,821
 - Likes: 1,300
 - Comments: 264
 - Shares: 3
 - Saves: 11




TOP COMMENTS




 **nina_andfamily** 10w
This is so awesome congratulations very exciting 🙌
1 like Reply

 **meilingalticlee** 10w
Such a great list of nominees!
1 like Reply

 **indiaandmaxwellsadventures** 10w
Congratulations Nominees 🎉
1 like Reply

 **kingjimmy.official** 10w
So exciting 🙌
1 like Reply

 **livin_with_littles** 10w
🙌🙌🙌🙌 yay big congrats
1 like Reply

 **playtimewithpinkieandco** 10w
That's awesome!
1 like Reply

 **tanjastoyreview** 10w
Congratulations to the nominees..we had the pleasure of introducing some of these ❤️🙌
1 like Reply

 **the_abby_verse** 10w
Congratulations to the outdoors toys of the year ❤️
1 like Reply

PLAYSET OF THE YEAR



DaynaGirlWorld1

Content:

- 3 pieces
 - 8/23/23 – **YouTube**: 9,980 subscribers
 - Engagements: 936 views; 5 likes; 3 comments
 - 8/23/23 – **Instagram** (static): 74,500 followers
 - Engagements: 3,293 likes; 84 comments
 - 8/23/23 – **Instagram** (story): 74,500 followers
 - Engagements: N/A

Results:

- Impressions: 158,980
- Engagements: 4,321
 - Views: 936
 - Likes: 3,298
 - Comments: 87

daynagirlworld1 • Follow
USA

daynagirlworld1 9w
The TOTY Awards recognizes the TOP toys across 17 categories of play and we have the honor to share the finalists in the Playset category.

The Toy Foundation hosts the Toy of the Year (TOTY) Awards to celebrate the creativity and philanthropy of the toy industry. It is an evening to honor the very best in the toy space and it serves as a critical fundraiser to support children in need worldwide. Vote for your favorite.

Voting is open through September 8th, 2023 at <http://toyawards.org>

1-Hape: Green Planet Explorers: Pandas' Bamboo House

3,293 likes
AUGUST 23

toy Add a comment...

daynagirlworld1 • Follow
USA

daynagirlworld1 9w
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1-Hape: Green Planet Explorers: Pandas' Bamboo House

3,293 likes
AUGUST 23

toy Add a comment...

Playset Toy of the Year

VOTE FOR YOUR FAVORITE

TOP COMMENTS



elijah_henry627 10w

These look so fun

1 like Reply ...



cassikidzcrew 10w

This is the coolest. We see why they're nominated.

1 like Reply



tanjastoyreview 10w

How cool..love them all perfect for different ages

1 like Reply



lifeofetter 10w

I would def vote for the panda house! My girls are all about little creatures and playing house with them right now!

1 like Reply



bellebeastandbabies 10w

Okay this looks like a great gift for this year!

Reply



kristinaandco_ 10w

These look like such great toys

Reply



explorethe805 10w

Wow, this is one of the cutest doll houses I've seen

Reply



hypefam805 10w

This toy set is absolutely adorable!

Reply



kristinaandco_ 10w

Great toys of the year so awesome

Reply



PLUSH TOY OF THE YEAR



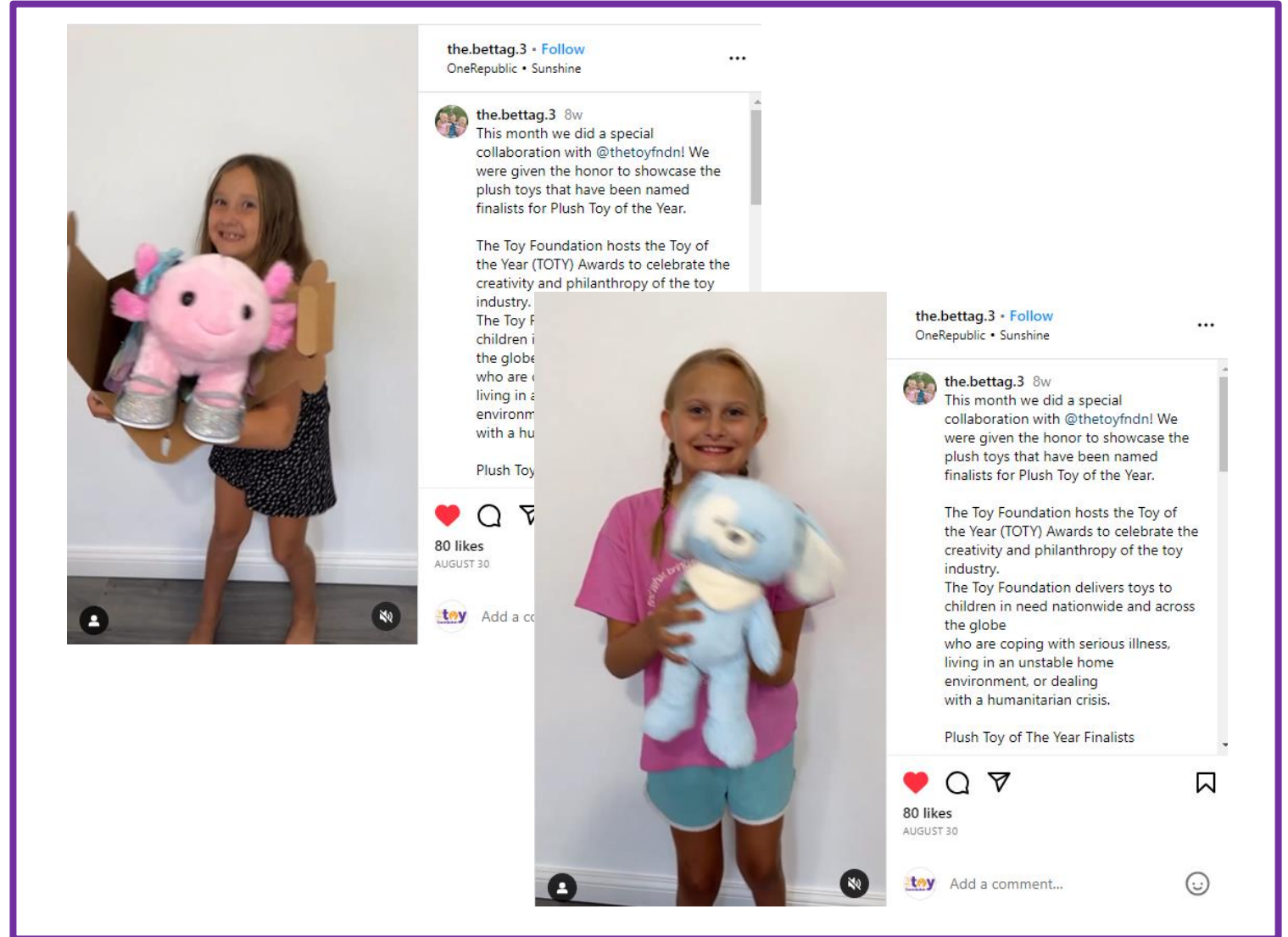
TheBettag3

Content:

- 1 piece
 - 8/30/2023 – **Instagram** (reel): 10,200 followers
 - Engagements: 357 views; 81 likes; 1 comment

Results:

- **Impressions:** 10,200
- **Engagements:** 439
 - Views: 357
 - Likes: 81
 - Comments: 1



PRESCHOOL TOY OF THE YEAR



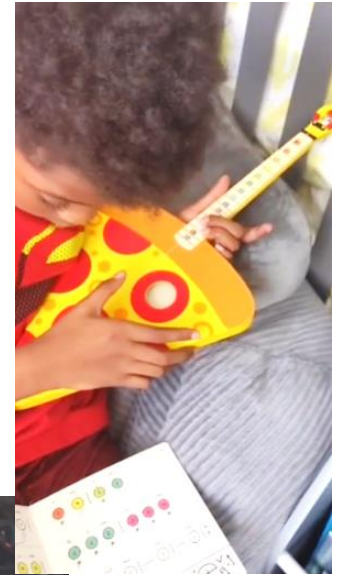
Prince Tyrone JR

Content:

- 1 piece
 - 9/5/2023 – **Instagram** (reel): 9,630 followers
 - Engagements: 175 views; 34 likes; 2 comments

Results:

- Impressions: 9,630
- Engagements: 211
 - Views: 175
 - Likes: 34
 - Comments: 2



Go Vote
www.ToyAwards.org

RIDE-ON TOY OF THE YEAR



Freely_Nat

Content:

- 4 pieces
 - 8/23/2023 – **Blog**: 7,100 UVPM
 - Engagements: 1 like; 2 comments
 - 8/24/2023 – **Instagram** (reel): 12,100 followers
 - Engagements: 625 views; 117 likes; 30 comments
 - 9/1/2023 – **Instagram** (reel): 12,100 followers
 - Engagements: 470 views; 38 likes; 83 comments
 - **Incorporated giveaway*
 - 9/8/2023 – **Instagram** (story): 12,100 followers
 - Engagements: N/A

Results:

- Impressions: 43,400
- Engagements: 1,366
 - Views: 1,095
 - Likes: 156
 - Comments: 115

Toy of the Year Finalists

Ride On Category

@thetoyfndn





VOTING ENDS TODAY

One of these could be yours...

TOP COMMENTS

-  caressa.walker He was having the time of his life !!
9w Reply
-  freely_nat @caressa.walker He really is!
7w Reply
-  beautifully_made My son would love this!
9w 1 like Reply
-  freely_nat @beautifully_made they are all great toys!
7w 1 like Reply
-  yana444k 🍌🍌🍌 go Clayton
9w Reply

-  turnerpartyoffive How awesome is this !?! 🎉
9w Reply
-  freely_nat @turnerpartyoffive it's so cool sis 😊
9w Reply
-  messyadventure 🍌 Yassss
9w Reply
-  freely_nat @messyadventure 🍌🍌
9w Reply
-  kindalerice This is awesome!
9w Reply

-  turnerpartyoffive Omg my girls would love them ❤️
10w Reply
-  theantoinettefm Omg I want this for myself lol! This looks so so fun 😂
10w Reply
-  freely_nat @theantoinettefm same sis! I'm waiting for an adult version of the @razorworldwide crazy cart shuffle. My son has too much fun on it.
7w Reply
-  biancadottin My son would love these!
10w Reply

-  tifanyj_inspired Oooo those look fun 😍
10w Reply
-  by_lakeisha How fun!
10w Reply
-  freely_nat @by_lakeisha So much!!
7w Reply
-  lifewithchelleb Omg my kids need these! So fun
10w Reply
-  agelessambitionsbyq My grandkids would love these!!
10w Reply

-  beautifully_made My kids would love these 😍😍
10w Reply
-  freely_nat @beautifully_made these toys are so bomb 🔥
10w 1 like Reply
-  katecherryphotography This is so fun! I'm sure your son had the best time trying everything out!
10w 1 like Reply
-  freely_nat @katecherryphotography he really did
10w 1 like Reply

-  innatemotherhood These look like fun!
10w Reply
-  messyadventure So good!
10w Reply
-  lifewithkesh Oh I know they loved these!!
10w Reply
-  myfriendjenint What a day filled with so much happiness! These toys are absolutely amazing!!!
10w 1 like Reply
-  brilliantxbrittany Now this looks fun!
10w Reply

SPECIALTY TOY OF THE YEAR



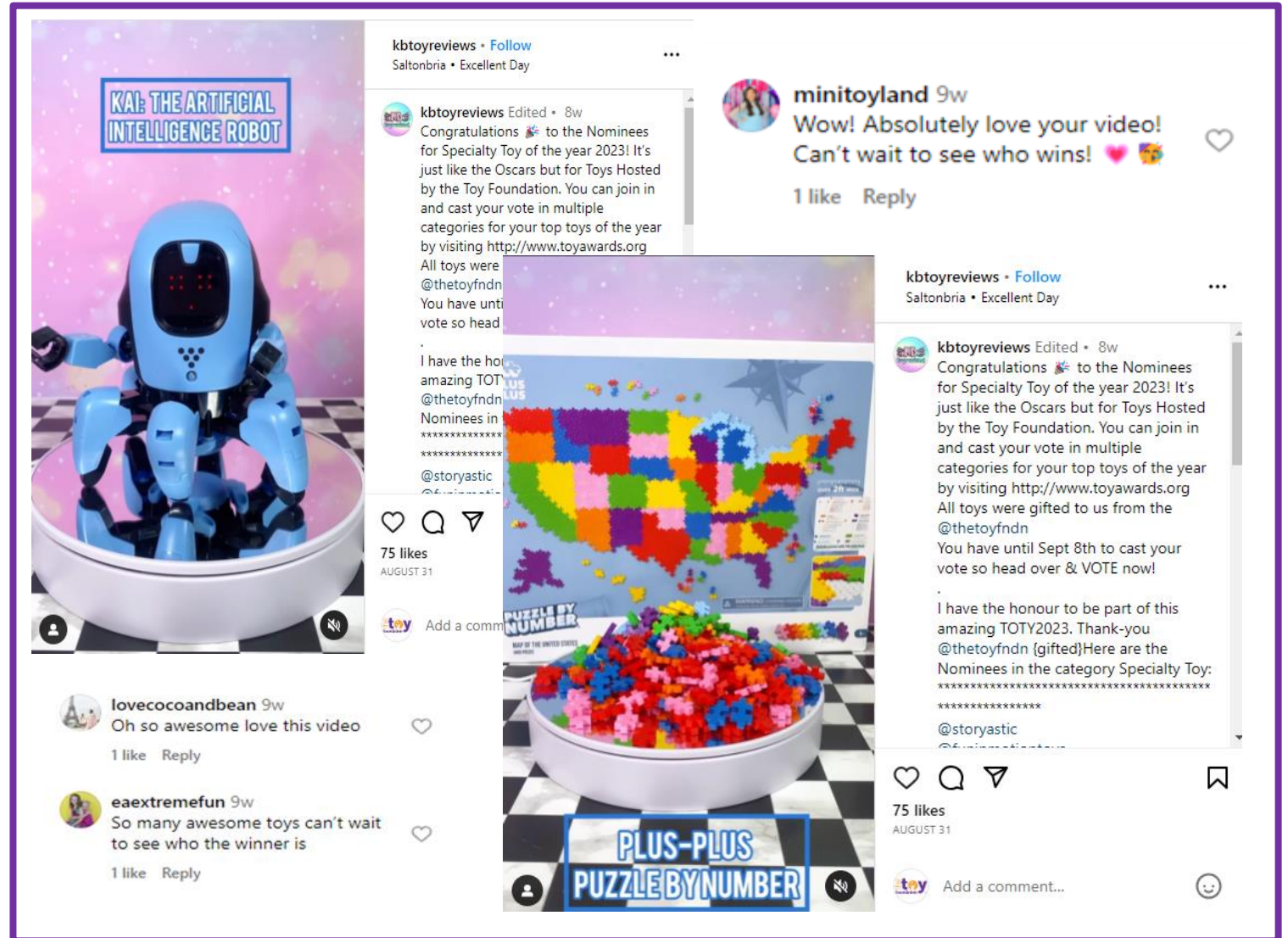
KBToyReviews

Content:

- 1 piece
 - 8/31/2023 – **Instagram** (reel): 140,536 followers
 - Engagements: 5,797 views; 79 likes; 5 comments

Results:

- Impressions: 140,536
- Engagements: 5,881
 - Views: 5,797
 - Likes: 79
 - Comments: 5



STEAM TOY OF THE YEAR



Content:

- 2 pieces
 - 8/9/2023 – **Instagram** (reel): 14,915 followers
 - Engagements: 760 views; 423 likes; 2 comments
 - 9/7/2023 – **Instagram** (reel): 14,915 followers
 - Engagements: 1,038 views; 598 likes; 7 comments
 - **Incorporated giveaway*

Results:

- Impressions: 29,830
- Engagements: 2,828
 - Views: 1,798
 - Likes: 1,021
 - Comments: 9

riddybaby • Follow
Paid partnership
S3BZS, MC GW, Mc Menor Do Alvorada • MO...

riddybaby Edited • 11w
Have you heard of @fatbraintoy Air Toobz?

Air Toobz

Kid-safe turbine that sends foam balls flying through a network of modular tubes
Encourages spatial reasoning, creativity, experimentation, problem-solving, STEM learning
Connect and arrange you want
Accessories let you e airflow and physics
Fan unit features sim large dial with LED in adjusting airflow

421 likes
AUGUST 9

riddybaby • Follow
Toy Money • The Assignment

riddybaby 7w
The finalists for STEAM Toy of the Year are out! The @toyfoundation hosts the Toy of the Year (TOTY) Awards to celebrate the creativity and philanthropy of the toy industry. It is an evening to honor the very best in the toy space and it serves as a critical fundraiser to support children in need worldwide.
Play improves lives, relationships, learning, health, and our communities. The Toy Foundation works to create a world where every child has the opportunity to experience the comfort, joy, and the extraordinary physical, emotional and educational benefits of play.
The Toy Foundation delivers toys to children in need nationwide and across

595 likes
SEPTEMBER 7

TOP COMMENTS



love.mommyjackie Nice toys 👍

8w 1 like Reply



riddybaby @love.mommyjackie thank you! Don't forget to follow @toyfoundation and @riddybaby to win

8w Reply



winsome_rey This is such a great collection @toyfoundation

8w 1 like Reply



mommy_avril so nice collections

8w 1 like Reply



purin.eatallday 🥰🥰🥰

8w 1 like Reply



VEHICLE OF THE YEAR



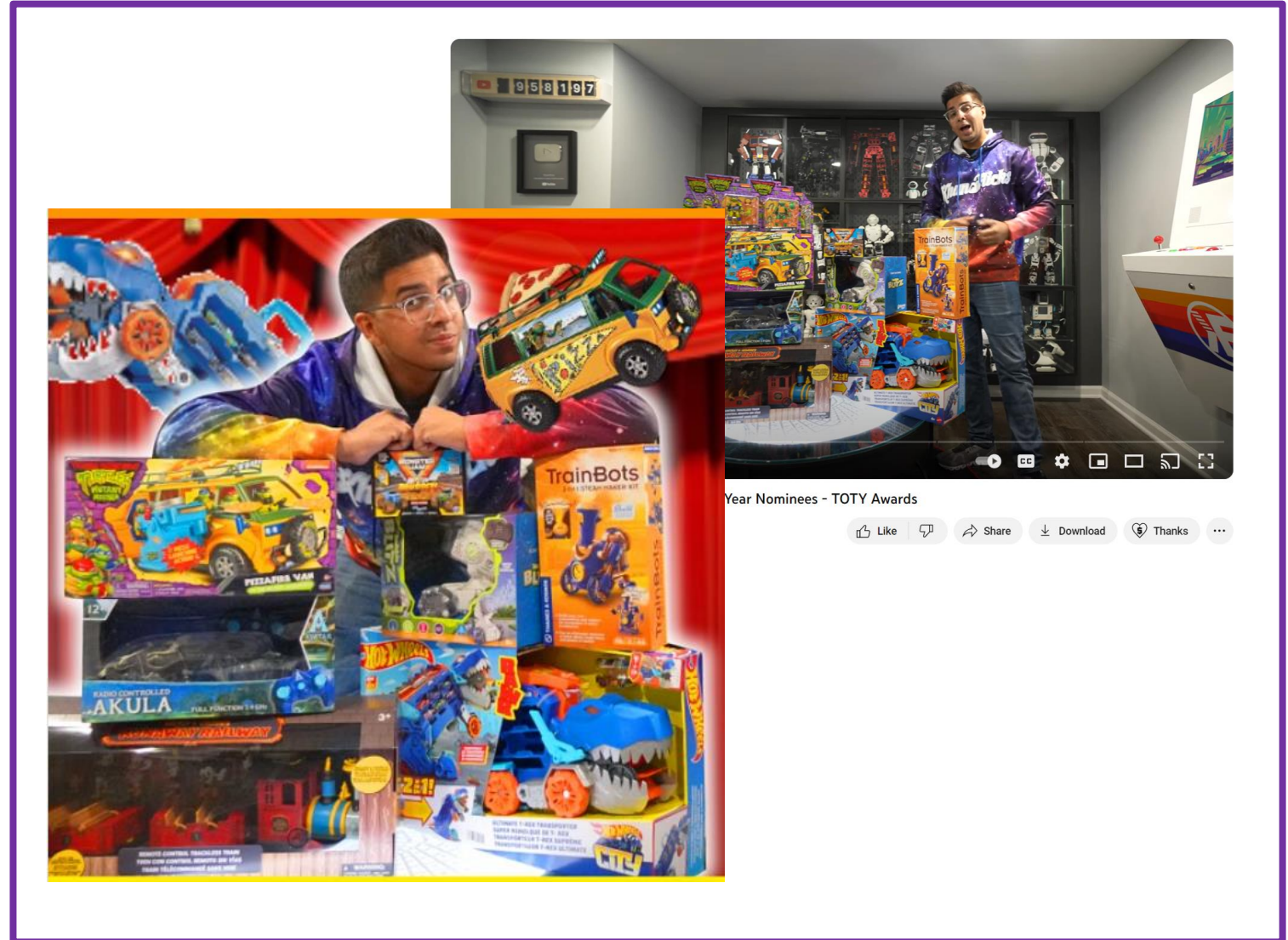
KhanFlicks

Content:

- 2 pieces
 - 9/6/2023 – **YouTube**: 964,000 subscribers
 - Engagements: 13,536 views; 5 comments
 - 9/12/2023 – **Instagram** (static): 59,196 followers
 - Engagements: 12 likes

Results:

- Impressions: 1,023,196
- Engagement: 13,553
 - Views: 13,536
 - Likes: 12
 - Comments: 5



TOTTY 2023


TOY OF THE YEAR AWARDS

The Toy Foundation Fundraiser

THANK YOU