

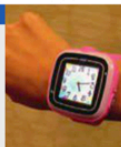
ToyNews

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Discover the rising stars of the industry – from marketing and sales, to designers and PRs.



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The Greatest Toys of all Time

What do LEGO, Kerplunk, Trivial Pursuit, Boggins, Mastermind, Crossfire, Mousetrap and the A La Carte Kitchen all have in common? They've all been listed as some of the greatest toys of all time. By you, the Great British toy industry. Discover the full rundown of the 50 top toys inside





TOP 50 TOYS OF ALL TIME

ToyNews asked the industry what they believed to be the greatest toys of all time, and the results are in. **Billy Langsworthy** runs down the 50 that made the list, and mourns a few that didn't. Prepare to feel old

GREATEST TOYS of all time surveys are nothing new, but we hope ours stands out due to who we've asked.

An array of toy experts led by Jonathan Ross is great, but we've gone to 94 toy execs from companies in the business of making, marketing and selling toys, right now.

Companies big and small got involved, and what we've got is a list of 50 toys spanning different decades, sectors and target audiences.

You'll find some usual suspects (no prizes for

guessing what takes the number one spot) but as you peruse the list, prepare for a few surprises (one arguably qualifies more as footwear than as a toy).

Alas, with only 50 spots up for grabs, some nominated toys just missed out on a place by the skin of their plush teeth.

Wheeled toys that narrowly missed out on a podium place included the Cozy Coupe and recent hit Crazy Cart, while classics that fell outside of the 50 included Etchasketch, Evil Knievel toys, Bratz dolls and Beanie Babies.

Games including Buckaroo, Boggle, Pop Up Pirate and Rory's Story Cubes received nominations, but not enough to warrant a place in the list.

So enough build-up. Turn the page and check out the 50 greatest toys of all time as voted for by the toy industry.

The further down the list you get, the more tied entries there are, proving this industry is responsible for creating a wealth of classics.

If your favourite isn't here, no angry emails to *ToyNews* please. Or at least copy in the following companies listed to the right. We're all to blame.

While we're keeping all individual's nominations anonymous, execs from the following companies submitted their votes to the survey:

Anki, Bandai, Be Inspired Consulting, Big Potato, Bigjigs, Cartamundi, Carte Blanche, Creating Unique Toys, Creative Toys Company, Famosa, Flying Gadgets, Fundamentally Children, Gibsons, Golden Bear, H Grossman, Hasbro, HTI, John Crane, Jumbo Games, Kids Industries, KidsBrandInsight,

LeapFrog, Learning Resources, LEGO, Mattel, MV Sports, NECA, Orchard Toys, Oxford Games, Paul Lamond, Playtime PR, Plum, Professor Puzzle, Rainbow Designs, Ravensburger, Sir Torquil Norman, Skinny Sketcher, The Entertainer, The Toy Store, Tobar, Toy Essentials, ToyHub, Toyology, ToyTalk, ToyShop UK, Trends UK, Underground Toys, Vivid/ Drumond Park, Wooky Entertainment Europe, Wow! Stuff, Yay Games.

=21 TRANSFORMERS

The Autobots may well want to shed their disguises when they learn of how popular they actually are with the people of the Earth. With blockbuster movies, bestselling toy lines and a new TV show on the horizon, the Hasbro brand is as powerful as ever.



=21 TINY TEARS

One of the first dolls to drink, wet themselves and cry, Tiny Tears was an instant hit in England upon arrival in 1966. However, some have been known to take the role-play too far, as one voter confessed: 'My friend and I got busted by my mum for pretend breast-feeding them.'



=21 OPERATION

With an estimated value of \$40 million, Operation is in rude health. Licensing has also been very kind to the iconic game of physical skill, with versions inspired by *The Simpsons*, *Doc McStuffins* and *Minions* also available.



=21 MONSTER IN MY POCKET

Is that a monster in your pocket or are you just pleased to see me? Chances are, if this question was asked in 1990, the answer would be a monster. With other 200 creatures in total, the collectable craze proved more popular in the UK than in the US.



=21 MOUSETRAP

Crank to gears to stop-sign to shoe to bucket to marble to staircase to gutter to hand rods to bathtub to diving board to diver to washtub to the falling cage. We all know how it goes. Classic.



=21 MY LITTLE PONY

My Little Pony is one of Hasbro's greatest successes, and since launching in the 1980s has spawned bestselling lines, animated shows, movies and, of course, a legendary following of male fans called Bronies.



=21 SIMON SAYS

Simon Says has been a perennial child's favourite for years and has triumphed in this list ahead of younger, flashier concepts. It's also well embedded in popular culture (we're looking at you, *Die Hard with a Vengeance*). So well done Simon, wherever you are.



=21 SINDY

Britain's answer to Barbie was a bestseller on these shores back in 1968 and 1970. The doll has changed hands over the years, but the popular 1972 Trendy Girl Sindy doll collection returned to the shelves of Harrods last year.



=21 AIRFIX MODELS

Founded in 1939, Airfix was owned by Humbrol from 1986 to 2006, before Hornby took on the iconic model kit brand in 2007. Hornby has reissued classic kits as well as pushing several new models each year.



=21 BOGLINS

Boglines were rubbery hand puppets that resembled small monsters, goblins and aquatic creatures and were arguably a highlight of the 'monster creatures' craze of the 1980s.

