

# One Goat, Two Dogs, And Advertising To Children

Gonzalo E. Mon

January 3, 2025

Just Play makes Daisy the Yoga Goat, a toy for kids. The company advertises that Daisy has “super-soft plush gray fur...and lots of personality” and a recent TV commercial shows Daisy as she independently “moves her head, swishes her tail, drinks from her play water bottle, and does downward dog and bird yoga poses.” Change a couple of words and that basically describes my dogs.