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## **SMARTY PANTS® STUDY FINDS MOMS WANT FAMILIAR, HIGH-QUALITY BRANDS THAT DELIGHT THE WHOLE FAMILY**

**New York – November 24, 2009** – Crayola and Disney top Moms’ Most Loved Brands of 2009, according to a Smarty Pants® ([www.asksmartypants.com](http://www.asksmartypants.com)) study of more than 4,500 mothers of 6- to 12-year-olds. With *Momfinity*™ scores of 902 and 895, respectively (out of a possible 1,000), the study reveals that these two brands outperform other leading iconic brands like Wii, Oreo and Google.

### **MOMS’ MOST LOVED BRANDS, 2009**

**BRAND MOMFINITY™ SCORE BASED ON 1000 POINT SCALE**

1. Crayola.....	902
2. Disney.....	895
3. M&M’S.....	893
4. Wii.....	878
5. Reese’s.....	873
6. Oreo.....	860
7. Disney Channel.....	859
8. Goldfish.....	853
9. Subway.....	852
10. Tropicana.....	851
11. Nintendo DS.....	850
12. Cheetos.....	849
13. Drumstick.....	849
14. Twix.....	846
15. Pringles.....	845
16. Minute Maid.....	844
17. Doritos.....	844
18. Popsicle.....	843
19. Google.....	843
20. Kraft Mac and Cheese.....	841
21. Chips Ahoy!.....	840
22. Nickelodeon.....	838
23. Eggo.....	837
24. Campbell’s.....	837
25. Pizza Hut.....	837
26. Kraft Singles.....	836
27. Animal Planet.....	836
28. Discovery Channel.....	835
29. Capri Sun.....	833



30. Target .....	833
31. Monopoly .....	831
32. Lego .....	830
33. Nick.com .....	829
34. Nike .....	826
35. Honey Nut Cheerios .....	826
36. Walmart .....	825
37. Quaker .....	824
38. Starburst .....	823
39. Nick Magazine .....	819
40. Snickers .....	818
41. Tyson .....	816
42. Olive Garden .....	813
43. Teddy Grahams .....	811
44. Pop Tarts .....	809
45. Skittles .....	809
46. Levi's .....	808
47. Frosted Flakes .....	807
48. Toys“R”Us .....	802
49. PlayStation .....	802
50. iPod .....	801

Variables that drive mom affinity for brands are led by eight key features, including:

1. All-Family Appeal – The most important driver of *Momfinity* is a brand’s ability to delight the whole family. While the study only asks moms about their *personal* brand affinities, the findings are a stark reminder that moms rarely separate their desires from their children. “Brands that delight children and bring the family together rise to the top of the most-loved list,” explains Smarty Pants president, Wynne Tyree. “Moms want to share quality time with those they love; brands that help this happen always win.”
2. Accessible – Accessibility encompasses moms’ ability to “easily make/do/use” as well as how physically and emotionally accessible a brand is to a mom and her children.
3. High Quality – Despite economically challenging times, moms are not willing to skimp on quality. Quality perceptions are the third most important driver for mom brand affinity and a key variable in assessing “good value.”
4. Good Value – While news would suggest value is at the top of moms’ list of reasons to love a brand in 2009, “good value” (a personal formula of quality and convenience at a reasonable price) is the fourth variable for brand affinity. Price is *not* the bottom line for moms with kids six to 12 years old.
5. Variety – Variety satisfies moms’ personal needs and allows them to easily satisfy others’.



6. Great Ads – Advertising matters to moms. From TV to print to store circulars, advertising assures moms that brands are available, high quality and worthy of purchase.
7. Visual Appeal – Women are highly motivated by brands that “look good” and have a “good design.” Product and packaging design cues make a big difference as moms seek brands with which they can emotionally connect.
8. Heritage – Brands that have “been around a long time” score big with moms this year. The Top 50 list is full of brands with which moms grew up and/or have heard from for years. This history equates to perceptions of trustworthiness and high quality for moms.

Findings of Moms’ Most Loved Brands are drawn from Smarty Pants’ [Young Love](#) study of more than 260 brands across 20+ categories. Released in September 2009, the independent study is a landmark investigation of the brands parents and children ages 6-12 know, love and use and, most importantly, why. Mothers were queried independently of their children about their *own* brand awareness and affinities.

**Source:**

[Smarty Pants, LLC](#) is a market research and marketing consultancy with offices in New York, Los Angeles, Chicago, Atlanta and Johnson City, TN. The firm conducts youth and family research and guides marketers on brand positioning, new product development and consumer trends. Company clients include Hasbro, Aramark, Nickelodeon, Electronic Arts, Warner Brothers, Cartoon Network, Sesame Workshop and Girl Scouts of the USA.

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