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Wii, DS, Oreo and McDonald's Top Kids' Most Loved Brands List

NEW YORK--(BUSINESS WIRE)--Kids participate in more than \$500 billion in consumer spending every year. Parents consider their preferences in categories ranging from school supplies to desserts to family entertainment. Market research and consulting firm **Smarty Pants**® (www.asksmartypants.com) reveals the 100 Most Loved Brands of America's kids and tweens. Nintendo's Wii and DS top the 2009 list.

"From Crayola to iPod, kids' most loved brands are familiar, iconic brands that delight kids *and* parents with variety, value, family-friendly content and simple pleasures," explains Smarty Pants president, Wynne Tyree. "Interestingly, the top brands are not traditional 'for kids only' brands; in fact, many are not marketed directly to kids."

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Kids' 25 Most Loved Brands - 2009

1. Wii
2. Nintendo DS
3. Oreo
4. McDonald's
5. M&M'S
6. Doritos
7. Nickelodeon
8. Kraft Macaroni & Cheese
9. Cheetos
10. Disney
11. Popsicle
12. iPod
13. Disney Channel
14. PlayStation
15. Reese's
16. Crayola
17. Cartoon Network
18. Chips Ahoy!

19. Pizza Hut

20. Toys“R”Us

21. Burger King

22. Nick.com

23. Starburst

24. Skittles

25. Lunchables

According to “[Young Love](#)”™ – a landmark study among 4,700 American kids and parents – the brands that win with six to 12-year-olds are those that deliver on:

- Quality family time
- Age-appropriate content
- Parent-approved indulgence
- Variety/choice
- Accessible “cool”
- Chatter-worthy advertising

Brands like Nickelodeon and McDonald’s that delight both kids and tweens across gender garner the highest brand affinity scores and usage. Brands that allow kids to connect with their families also rise to the top.

Young Love was conducted online among a representative sample of U.S. households with children. More than 260 consumer brands across 20 categories were evaluated as part of the independent, nine-month study.

Smarty Pants

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

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