

2016  
BRAND LOVE  
STUDY

# Kids' Top 50 Brands



	KIDFINITY SCORE	2015–2016 Momentum		KIDFINITY SCORE	2015–2016 Momentum		
1.	YouTube	869	▲	26.	Goldfish	817	
2.	OREO	869	▼	27.	pop-tarts	815	▲
3.	m&m's	861		28.	Lunchables	813	▲
4.	Doritos	859		29.	SOUR PATCH Kids	813	▲
5.	HERSHEY'S	850		30.	GOURT	811	▲
6.	Disney	847		31.	Pizza Hut	811	▲
7.	TOYS R US	847	▲	32.	PlayStation	809	▲
8.	Cheetos	844		33.	Ring Pop	808	▲
9.	Disney Channel	843	▲	34.	SNICKERS	804	▲
10.	Lays	842		35.	Wii U	804	▲
11.	NETFLIX	840	▼	36.	minions	802	▼
12.	Chips Ahoy!	837	▲	37.	FROTT LOOPS	801	▲
13.	KiwiKat	835		38.	XBOX	798	▼
14.	Starburst!	834	▲	39.	AIR HEADS	798	▲
15.	Reese's	831		40.	KoolAid	797	
16.	iPad	831	▼	41.	CRAYONS	797	
17.	CAPRISUN	829	▲	42.	Wii	796	
18.	Crayola	828		43.	Twix	796	▲
19.	McDonald's	828		44.	DQ	796	▼
20.	Pringles	827		45.	Nike	793	
21.	LEGO	826	▲	46.	Eggo	793	▲
22.	Roll-Ups	826		47.	Apple	792	▼
23.	nick	826		48.	NERF	790	▲
24.	Popsicle	823		49.	NINTENDO 3DS	790	
25.	Skittles	818	▼	50.	MINECRAFT	789	▲