

# Kids' Top 50 Brands 2013

KIDFINITY SCORE 2012 – 2013  
Momentum

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“I started following Oreo on Twitter this year—I love what they’re doing. They’re my all-time favorite snack!”

- Girl, age 11



Rank	Brand	KIDFINITY SCORE	Momentum
1.	OREO	899	▲
2.	Cheetos	884	▲
3.	m&m's	884	▼
4.	HERSHEY'S	880	▲
5.	nickelodeon	875	▲
6.	Wii	871	▼
7.	Doritos	870	▼
8.	iPad	869	▲
9.	NINTENDO DS	861	▼
10.	iPod	860	▼
11.	McDonald's	858	▼
12.	YouTube	858	▲
13.	KitKat	858	▼
14.	Disney	857	▼
15.	iPod touch	854	▼
16.	PopSicle	852	▲
17.	Lays	852	▲
18.	Disney Channel	849	▼
19.	CAPRISUN	849	▲
20.	Skittles	845	▼
21.	Chips Ahoy!	843	▼
22.	Lunchables	842	▲
23.	Apple	841	▲
24.	Toys R Us	838	▼
25.	KRAFT macaroni & Cheese	837	▲
26.	iPhone	834	▲
27.	Pringles	834	▲
28.	Reese's	833	▼
29.	Starburst!	832	▲
30.	pop-tarts	831	▲
31.	TWIX	831	▲
32.	Crayola	830	▼
33.	XBOX	828	▲
34.	ROLO PUPS	826	▲
35.	Goldfish	826	▲
36.	Wii U	820	▲
37.	DQ	817	▼
38.	CN CARTOON NETWORK	817	▼
39.	KoolAid	814	▼
40.	NETFLIX	814	▲
41.	Pizza Hut	813	▲
42.	Mario	811	▲
43.	Kellogg's Eggo	809	▲
44.	FOOT LOCKER	808	▼
45.	KINECT for XBOX 360	806	▲
46.	PlayStation	804	▼
47.	SNICKERS	799	▲
48.	Apple iTunes	797	▲
49.	GameStop	796	▲
50.	RingPop	796	▼

Rankings reflect scores prior to rounding

Momentum arrows reflect 5+ point change