

Rank	Brand	Category	Index Score
1	Walkers Crisps	Food	97.3
2	Simpsons	TV Shows	96.3
3	McDonalds	Shops	95.1
4	Coca Cola	Drinks	94.4
5	Nintendo Wii	Electronic Gadgets	93.6
6	YouTube.com	Websites	91.5
7	Maltesers	Sweets/Chocolate	91.1
8	Haribo	Sweets/Chocolate	90.7
9	Nintendo DS	Electronic Gadgets	90.1
10	Wii Sports	Video Games	89.1
11	Game	Shops	89.0
12	Cadburys Dairy Milk	Sweets/Chocolate	88.4
13	Apple iPhone	Mobiles	87.9
14	Lego	Toys/Games	87.9
15	Kelloggs Coco Pops	Food	87.5
16	Kit Kat	Sweets/Chocolate	87.3
17	Jaffa Cakes	Food	87.2
18	iPod (e.g. iPod Nano, iPod Touch etc)	Electronic Gadgets	86.1
19	CBBC	TV Channels	84.3
20	Nike	Clothes	84.1
21	Mario games	Video Games	83.8
22	Hula Hoops	Food	82.9
23	Facebook.com	Websites	82.7
24	Smarties	Sweets/Chocolate	82.6
25	Google.co.uk	Websites	81.9
26	KFC	Shops	81.9
27	Adidas	Clothes	81.8
28	The X Factor	TV Shows	81.5
29	Monopoly	Toys/Games	81.4
30	Total Wipeout	TV Shows	81.2
31	Pepsi	Drinks	80.9
32	Xbox 360	Electronic Gadgets	80.9
33	Cartoon Network	TV Channels	80.8
34	Quavers	Food	80.2
35	Toys R Us	Shops	80.2
36	Mars	Sweets/Chocolate	79.9
37	Fanta	Drinks	78.7
38	Galaxy	Sweets/Chocolate	77.9
39	BlackBerry	Mobiles	77.7
40	Starburst	Sweets/Chocolate	77.4
41	Doritos	Food	76.9
42	Pizza Hut	Shops	76.6
43	Burger King	Shops	76.3

44	Twix	Sweets/Chocolate	76.2
45	XBOX Kinect	Electronic Gadgets	76.2
46	Skittles	Sweets/Chocolate	76.1
47	Disney Channel	TV Channels	75.9
48	Argos	Shops	75.6
49	Dr. Who	TV Shows	75.1
50	Nickelodeon	TV Channels	75.0
51	PlayStation3	Electronic Gadgets	74.9
52	Fruit Shoot	Drinks	74.5
53	Tango	Drinks	74.3
54	Ribena	Drinks	74.2
55	Nintendo 3DS	Electronic Gadgets	74.1
56	MTV	TV Channels	73.7
57	Sonic the Hedgehog games	Video Games	73.2
58	Heinz (Baked Beans)	Food	73.1
59	Tom and Jerry	TV Shows	72.8
60	Nestle Cheerios	Food	72.2
61	CBBC.co.uk	Websites	72.2
62	HMV	Shops	72.1
63	4Music (The Hits)	TV Channels	72.0
64	CITV	TV Channels	72.0
65	Kellogg`s Rice Krispies	Food	71.5
66	Sky 1	TV Channels	70.7
67	iPad	Electronic Gadgets	70.7
68	Spongebob Squarepants	TV Shows	70.4
69	E4	TV Channels	70.3
70	Cheestrings	Food	70.3
71	Reebok	Clothes	70.0
72	Boomerang	TV Channels	68.4
73	Bop It	Toys/Games	68.4
74	Rowntree`s Randoms	Sweets/Chocolate	68.3
75	Scalextric	Toys/Games	68.3
76	McCoy`s	Food	68.0
77	Rice Krispies Squares	Food	67.7
78	Horrible Histories	TV Shows	67.6
79	Capri-Sun	Drinks	67.6
80	Scooby Doo	TV Shows	67.6
81	C4	TV Channels	67.6
82	Call of Duty	Video Games	67.3
83	Robinsons	Drinks	66.9
84	Wrigleys	Sweets/Chocolate	66.4
85	Lego games	Video Games	66.0
86	Gap	Clothes	65.8
87	Dominos	Shops	65.7

88	Milky Bar	Sweets/Chocolate	65.4
89	Nerf Guns	Toys/Games	65.2
90	Primark	Clothes	65.1
91	H&M	Clothes	64.8
92	Vimto	Drinks	64.7
93	Android	Mobiles	64.5
94	PSP	Electronic Gadgets	64.2
95	MSN.co.uk	Websites	64.1
96	Disney XD	TV Channels	63.6
97	FIFA	Video Games	63.4
98	Dairylea	Food	63.4
99	Grand Theft Auto	Video Games	63.2
100	Scrabble	Toys/Games	63.2
101	Club Penguin.com	Websites	63.1
102	New Look	Clothes	63.1
103	Need for Speed	Video Games	62.5
104	Disney Store	Shops	62.5
105	Just Dance	Video Games	62.3
106	Oasis	Drinks	62.3
107	Puma	Clothes	62.0
108	Hollister	Clothes	61.7
109	Nicktoons	TV Channels	61.6
110	Lucozade	Drinks	61.1
111	Halo	Video Games	61.0
112	Samsung	Mobiles	61.0
113	Nokia	Mobiles	60.9
114	Suite Life of Zac and Cody	TV Shows	60.8
115	MicroScooters	Toys/Games	60.3
116	Horrid Henry	TV Shows	60.2
117	Jack Wills	Clothes	60.1
118	HTC	Mobiles	60.1
119	Disney.co.uk	Websites	59.9
120	O2	Mobiles	59.7
121	The Sims	Video Games	59.3
122	Toy Story 3	Video Games	59.3
123	Phineas and Ferb	TV Shows	59.3
124	Innocent	Drinks	59.0
125	Moshi Monsters.com	Websites	58.1
126	Nickelodeon.co.uk	Websites	57.9
127	Wizards of Waverley Place	TV Shows	57.4
128	Sony Ericsson	Mobiles	57.3
129	Topman/Topshop	Clothes	57.3
130	River Island	Clothes	57.2
131	Hannah Montana	TV Shows	56.6

132	PlayStation Move	Electronic Gadgets	56.0
133	Kickers	Clothes	54.7
134	iCarly	TV Shows	54.5
135	Orange	Mobiles	54.4
136	Sky Sports	TV Channels	54.3
137	Tracey Beaker	TV Shows	54.2
138	CITV.co.uk	Websites	53.8
139	Cartoon Network.co.uk	Websites	53.7
140	Yahoo!.co.uk	Websites	53.4
141	Good Luck Charlie	TV Shows	53.1
142	Paper Jamz	Toys/Games	53.1
143	Vodafone	Mobiles	52.9
144	My Parents are Aliens	TV Shows	51.6
145	Little Big Planet	Video Games	50.4
146	Star Wars Clone Wars	TV Shows	50.0
147	Red Bull	Drinks	48.2
148	M.I. High	TV Shows	47.8
149	Miss Selfridge	Clothes	47.4
150	Victorious	TV Shows	46.9
151	World of Warcraft	Video Games	45.8
152	Carphone Warehouse	Shops	45.8
153	T-Mob	Mobiles	44.5
154	Virgin Mobile	Mobiles	44.2
155	Ben 10	TV Shows	43.5
156	Street Surfing	Toys/Games	43.3
157	Starbucks	Shops	43.2
158	Stardoll.com	Websites	41.8
159	Bananagrams	Toys/Games	40.6
160	Barbie	Toys/Games	40.4
161	Bratz	Toys/Games	40.2
162	Phones 4U	Shops	37.2
163	Motorola	Mobiles	36.4
164	3	Mobiles	36.4
165	Habbo Hotel.co.uk	Websites	34.9
166	Marmite	Food	30.8