

2016  
**BRAND LOVE**  
 STUDY



# Moms' Top 50 Brands

| MOMFINITY SCORE |                  |     | 2015 - 2016 Momentum |   |     | MOMFINITY SCORE |     |  | 2015 - 2016 Momentum |  |   |
|-----------------|------------------|-----|----------------------|---|-----|-----------------|-----|--|----------------------|--|---|
| 1.              |                  | 893 |                      | ▲ | 26. |                 | 824 |  |                      |  |   |
| 2.              | <b>NETFLIX</b>   | 873 |                      |   | 27. |                 | 822 |  |                      |  |   |
| 3.              | <b>HERSHEY'S</b> | 872 |                      |   | 28. |                 | 822 |  |                      |  | ▲ |
| 4.              |                  | 871 |                      | ▲ | 29. |                 | 822 |  |                      |  | ▼ |
| 5.              |                  | 871 |                      | ▲ | 30. |                 | 822 |  |                      |  |   |
| 6.              |                  | 868 |                      |   | 31. |                 | 821 |  |                      |  | ▲ |
| 7.              |                  | 866 |                      |   | 32. |                 | 821 |  |                      |  | ▲ |
| 8.              |                  | 865 |                      |   | 33. |                 | 820 |  |                      |  | ▲ |
| 9.              |                  | 858 |                      | ▼ | 34. |                 | 818 |  |                      |  |   |
| 10.             |                  | 857 |                      |   | 35. |                 | 817 |  |                      |  |   |
| 11.             |                  | 857 |                      | ▲ | 36. |                 | 815 |  |                      |  |   |
| 12.             |                  | 855 |                      |   | 37. |                 | 814 |  |                      |  | ▲ |
| 13.             |                  | 847 |                      | ▲ | 38. |                 | 814 |  |                      |  |   |
| 14.             |                  | 846 |                      | ▲ | 39. |                 | 814 |  |                      |  |   |
| 15.             |                  | 844 |                      |   | 40. |                 | 812 |  |                      |  | ▲ |
| 16.             |                  | 841 |                      | ▲ | 41. |                 | 811 |  |                      |  | ▲ |
| 17.             |                  | 839 |                      |   | 42. |                 | 810 |  |                      |  |   |
| 18.             |                  | 838 |                      |   | 43. |                 | 808 |  |                      |  | ▲ |
| 19.             |                  | 834 |                      | ▲ | 44. |                 | 808 |  |                      |  | ▲ |
| 20.             |                  | 833 |                      |   | 45. |                 | 807 |  |                      |  | ▲ |
| 21.             | <b>SAMSUNG</b>   | 831 |                      | ▲ | 46. |                 | 807 |  |                      |  |   |
| 22.             |                  | 830 |                      |   | 47. |                 | 807 |  |                      |  |   |
| 23.             |                  | 828 |                      | ▲ | 48. |                 | 807 |  |                      |  |   |
| 24.             |                  | 827 |                      | ▲ | 49. |                 | 805 |  |                      |  | ▲ |
| 25.             |                  | 825 |                      |   | 50. |                 | 804 |  |                      |  | ▲ |