

# Most Memorable TV Campaigns of the Holidays—According to Kids

by Nancy Zwiers

A recent survey conducted by toy design and marketing firm Funosophy, Inc., asked 300 kids ages 6–8 to share their favorite TV commercials airing in the month of November. Toy commercials definitely made an impression, as did campaigns for some other, more surprising brands.

## Favorite Campaigns by Product Category

When asked to share their favorite TV commercial, more than 30 percent of kids cited a toy commercial. Nearly 25 percent of kids responding specified a commercial in the “other” category, including those for video games/consoles, cell phone carriers, insurance carriers, and more.

## Favorite Campaigns by Product/Brand

Not surprisingly, fast food and video games rival toy commercials as kids’ favorite campaigns. The most frequently mentioned campaign was McDonald’s. Perhaps more surprising is the popularity of spots for adult-targeted products, such as insurance carrier Geico’s caveman ads.

1. McDonald’s
2. Bratz
3. Geico
4. Nintendo
5. My Little Pony / Toys “R” Us / Transformers

## Specific Toy Campaigns

Of those kids who mentioned a toy commercial, the following campaigns were mentioned most:

1. Bratz
2. Barbie
- My Little Pony
- Transformers
3. Aqua Dots
- LEGO
- Matchbox
- Pokémon

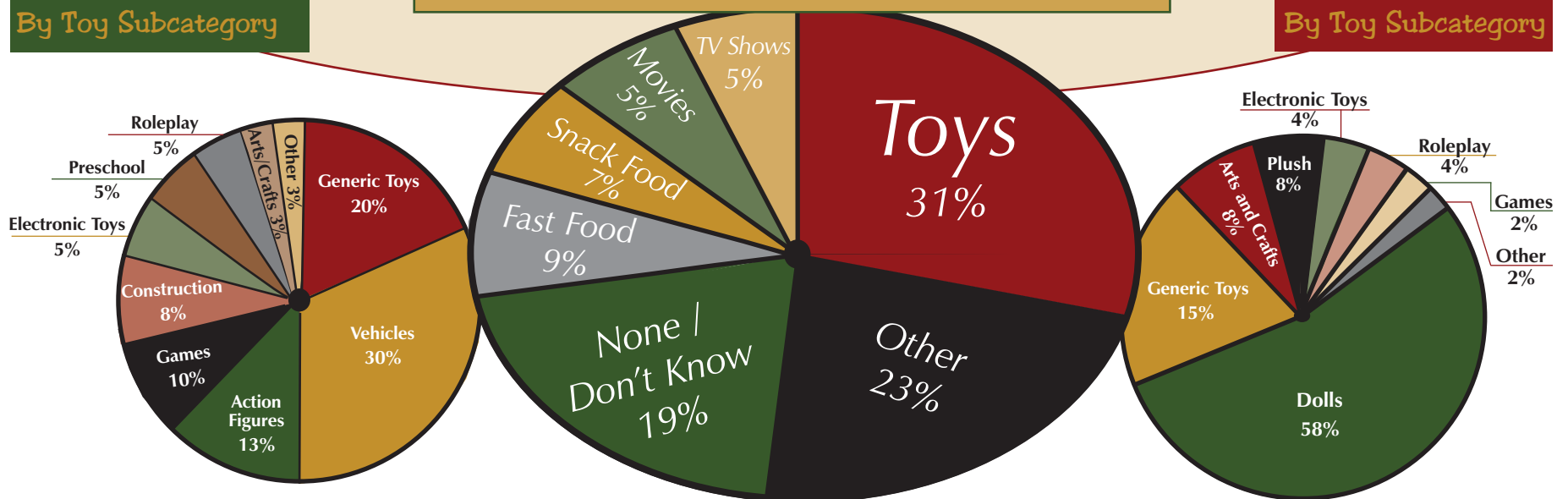
## What is your favorite commercial on TV right now? (kids ages 6-8)

Boys

Girls

By Toy Subcategory

By Toy Subcategory



## In Summary

Although 20 percent of kids participating in this survey did not have a favorite TV commercial, more than 60 percent specified a particular campaign or specific SKU\*—a pretty good track record. Toy commercials for well-known toy brands and funny commercials for other products resonate most with kids.

\*The remaining 20 percent described a spot without mentioning a brand or SKU name.

Nancy Zwiers is CEO of kids’ marketing firm Funosophy, Inc. This survey was conducted by Funosophy and its research partner, KidzEyes, among a nationally representative sample of 300 boys and girls ages 6–8.