

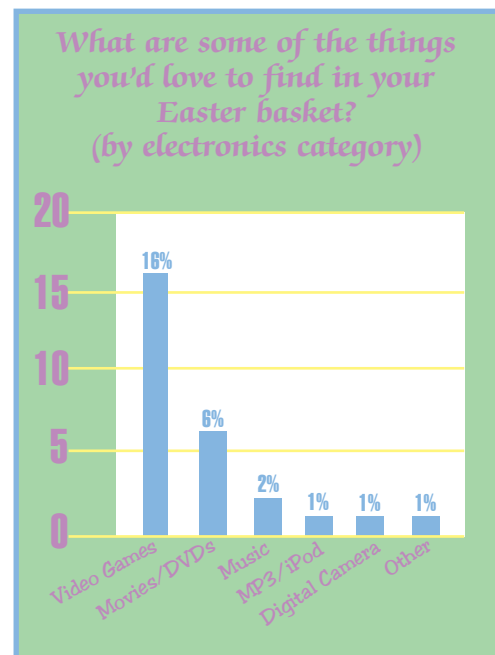
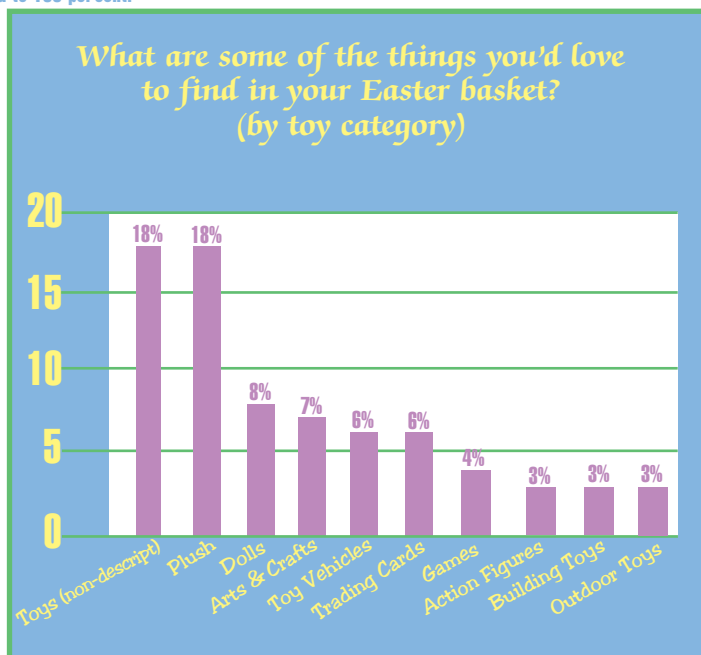
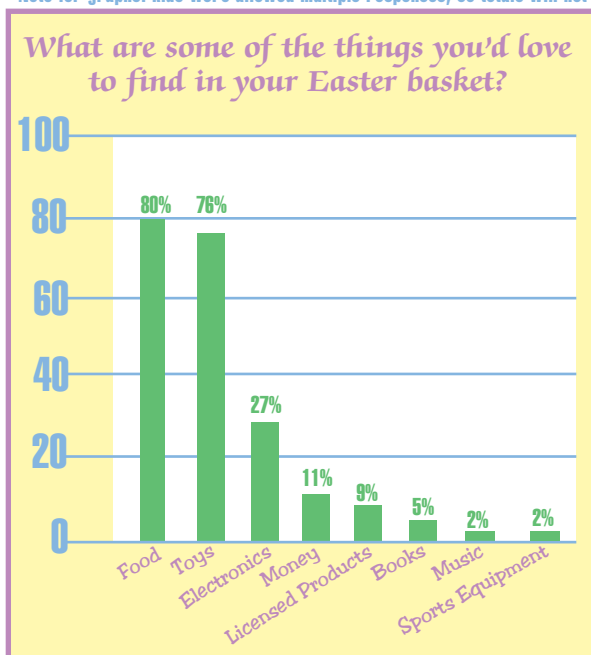
What's in Your Dream Easter Basket?

Kids Share Thoughts on the Best Basket Booty

by Nancy Zwiars

Ahhh, spring. Fresh flowers, new life, and... Easter gifts. Top product design and marketing firm Funosophy, Inc., asked 300 kids ages 6-8 what they would find in their dream Easter basket. The results are egg-celent news for the toy industry.

*Note for graphs: kids were allowed multiple responses, so totals will not add to 100 percent.



Specific toy brands mentioned:

Barbie, Beanie Babies, Bella Sara, Trading Cards, Bionicle, K'NEX, LEGO, Littlest Pet Shop, My Little Pony, Pokémon, Polly Pocket, Power Rangers, Transformers, Tamagotchi, Webkinz

From Their Mouth to the Rabbit's Ear

"Chocolate, jellybeans, eggs hidden around my house with money in them, and a really cool craft for me to do"
—Boy, 6

"Candy, computer games, pens, and markers"
—Girl, 7

"Marshmallow chicks, Silly Putty, die-cast race cars, Spider-Man toys, chocolate bunnies, chocolate coins, and jellybeans"
—Boy, 7

"Candy, stuffed bunnies and ducks, a yo-yo, stickers, a whirligig, and a book"
—Girl, 7

"I would want \$100 to be in my egg. Now that is really something I would be surprised about if they really did that and I got that 'big money' egg"
—Girl, 8

"Chocolate, Nintendo DS games, Marshmallow Peeps, and malted milk balls"
—Boy, 8

In Summary

Easter is, indeed, a key opportunity for the toy industry. Not surprisingly, plush is a particularly desired sub-category for this occasion.

Nancy Zwiars 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.