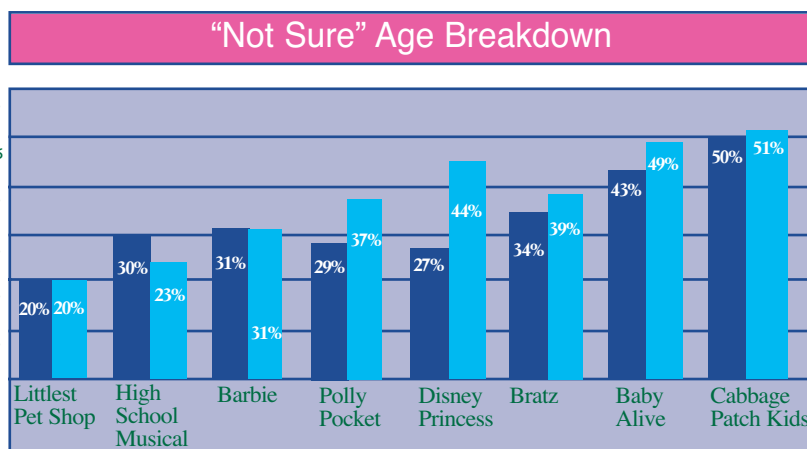
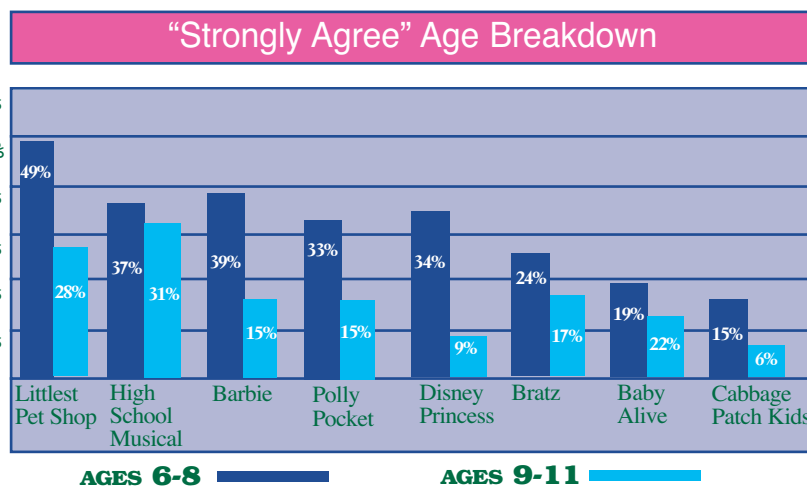
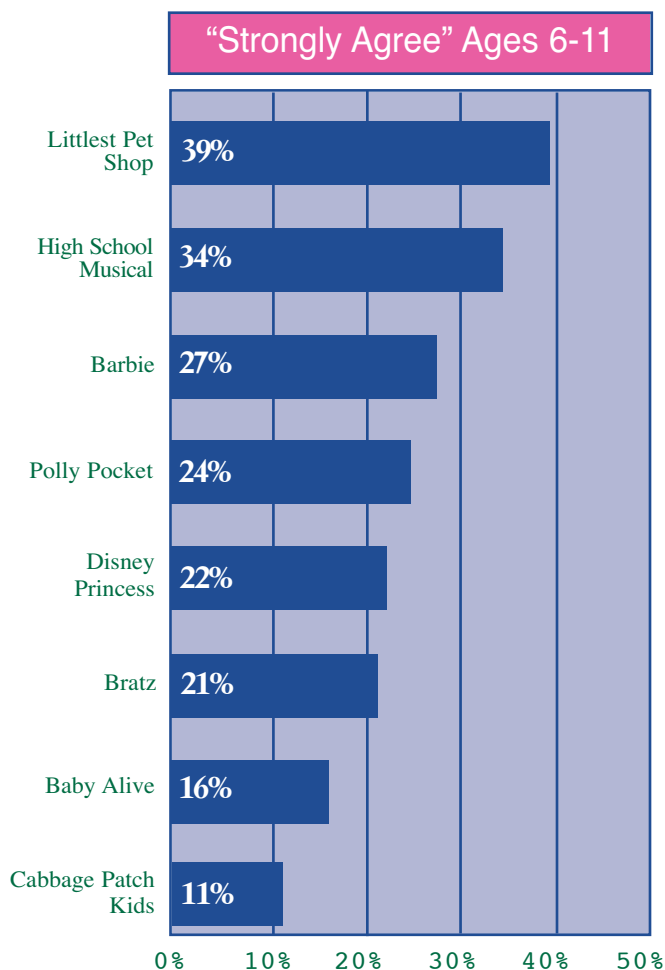


Room For More Innovation in Top Girls' Brands

by Nancy Zwiars

Do girls feel like the news from the top brands is fresh and new enough? Or, as we hypothesize, is there room for more innovation and excitement in girls' toys? Our most recent survey asked girls to rank the top girls' brands in terms of new product excitement. Read on for their ratings!

"There are lots of new and exciting toys from this brand this year."



In Summary

An unusually high percentage of girls in both age groups selected a "not sure" response, which suggests that new product news is not on the top of these girls' minds or that there was a small number of TV-supported launches when they were surveyed. While Littlest Pet Shop appears to be the most innovative brand in girls' eyes, there is definitely room for improvement in the level of innovation being brought to girls' toys overall. In particular, girls are ready for the next new thing in the large doll category.

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 girls ages 6-11. For information on Funosophy, email info@funosophy.com or call (562) 436-5251.