

Moms' Top 50 Brands 2013

“Crayola products are my favorite! I used them when I was growing up, and now I buy them for my daughter. You can count on Crayola!”

- Mom of 7 yo girl



MOMFINITY SCORE

2012 – 2013
Momentum

1.		901	▼
2.		884	▼
3.		876	▼
4.		875	▼
5.		874	
6.		873	
7.		872	▲
8.		864	
9.		861	▲
10.		859	▼
11.		857	
12.		857	▲
13.		855	▼
14.		853	
15.		852	▼
16.		850	▼
17.		849	▲
18.		848	▲
19.		847	▼
20.		843	▲
21.		843	
22.		841	
23.		840	▼
24.		839	▼
25.		838	▲

MOMFINITY SCORE

2012 – 2013
Momentum

26.		836	▲
27.		835	
28.		835	▼
29.		831	▲
30.		829	▼
31.		828	
32.		828	
33.		828	
34.		827	
35.		826	
36.		825	▼
37.		825	▼
38.		825	▲
39.		824	▲
40.		821	
41.		821	
42.		819	▼
43.		818	▼
44.		816	▼
45.		812	▼
46.		812	▲
47.		812	▲
48.		811	▼
49.		811	
50.		811	

Rankings reflect scores prior to rounding

Momentum arrows reflect 5+ point change