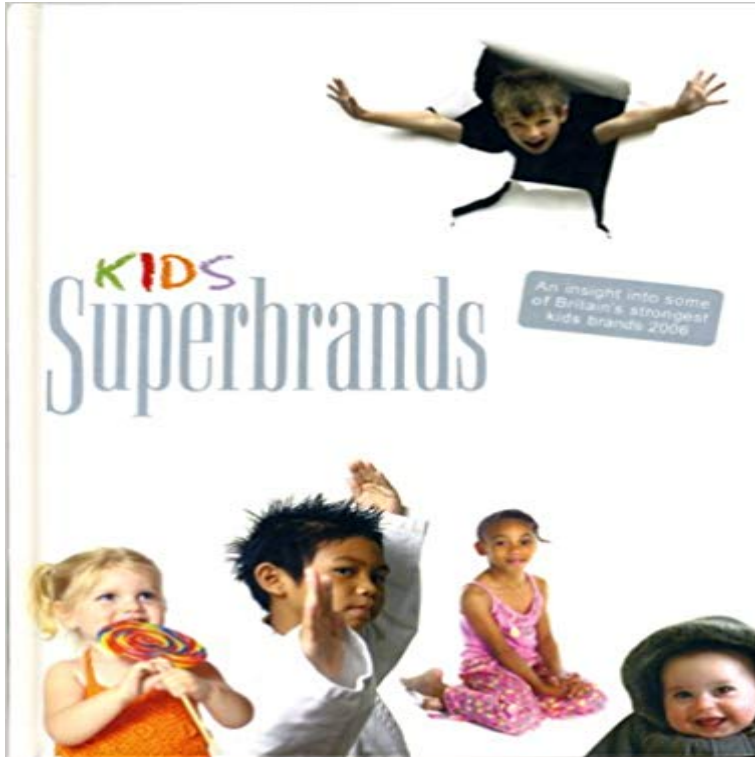


Kids Superbrands: An Insight into Some of Britains Strongest Kids Brands 2006



Kids rule - its official! Kids Superbrands is brought to you by the Superbrands organization, an independent authority on branding which recognises and rewards exceptional brands across more than 50 countries. This is a new and exciting publication celebrating branding success from a child and parent perspective. The pioneering book pays tribute to todays highest-ranking brands across childrens merchandise, entertainment, media and education. Kids Superbrands congratulates the strongest players in the UK market, based on scores attributed to each brand by the Kids Superbrand Council. These high profile individuals volunteer their expert knowledge to ensure that the coveted Superbrand award is bestowed only on the most worthy brands. Through identifying these strong and powerful brands, the Superbrands organisation hopes that the general public will develop a greater appreciation of the discipline of branding and a greater admiration for the brands themselves.

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