



# LAB

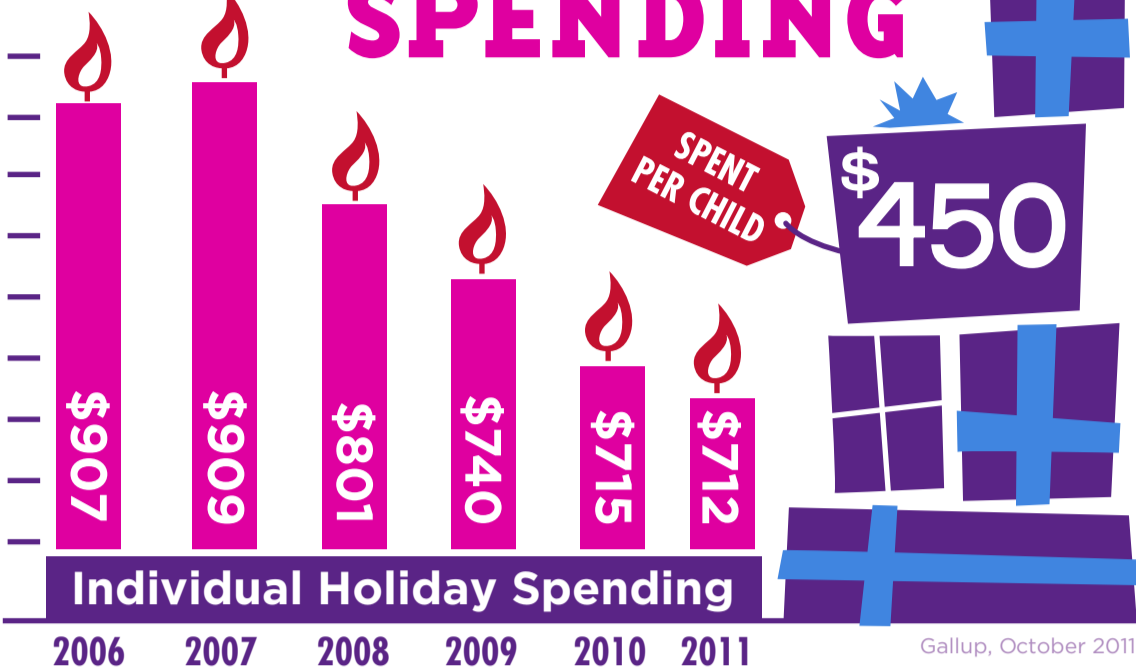
The Art and Science of Family and Kids Marketing



c3brandmarketing.com

# What's HOT for the Holidays

## FAMILY SPENDING



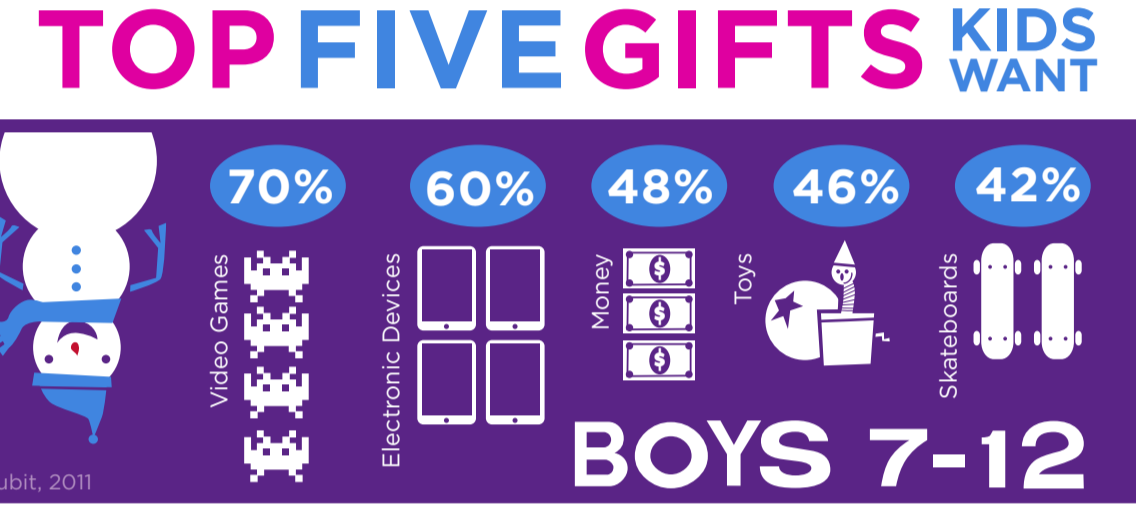
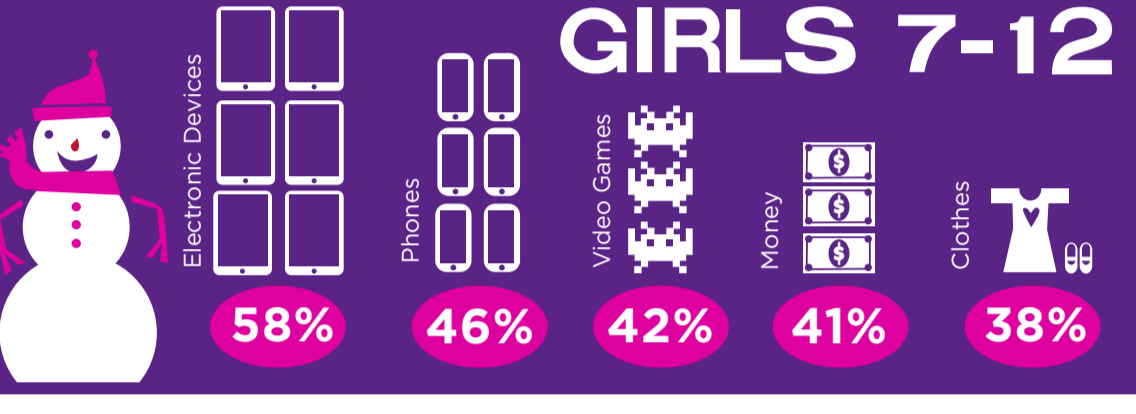
## connect with C3

For more family insights to drive your business, please contact:

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## TOP Holiday FILMS

- Home Alone (1990)**  
\$285,761,243
- How the Grinch Stole Christmas (2000)**  
\$260,031,035
- Home Alone 2: Lost in New York (1992)**  
\$173,585,516
- Elf (2003)**  
\$173,381,405
- The Santa Clause (1994)**  
\$144,833,357



### 2011 TOP HOLIDAY TOYS

### TOP PICTURE BOOKS this HOLIDAY SEASON

- Pinkalicious: The Princess of Pink Treasury** - written and illustrated by Victoria Kann
- Can You See What I See? Toyland Express** - written and illustrated by Walter Wick
- The Man in the Moon** - written and illustrated by William Joyce
- 12 Days of Christmas** - written and illustrated by Rachel Isadora
- A Bad Kitty Christmas** - by Nick Bruel
- If You Give a Dog a Donut** - by Laura Numeroff, illustrated by Felicia Bond
- 10 Little Caterpillars** - by Bill Martin Jr., illustrated by Lois Elbert
- Llama Llama Home with Mama** - by Anna Dewdney

**53%** of families will buy a holiday gift for a pet.

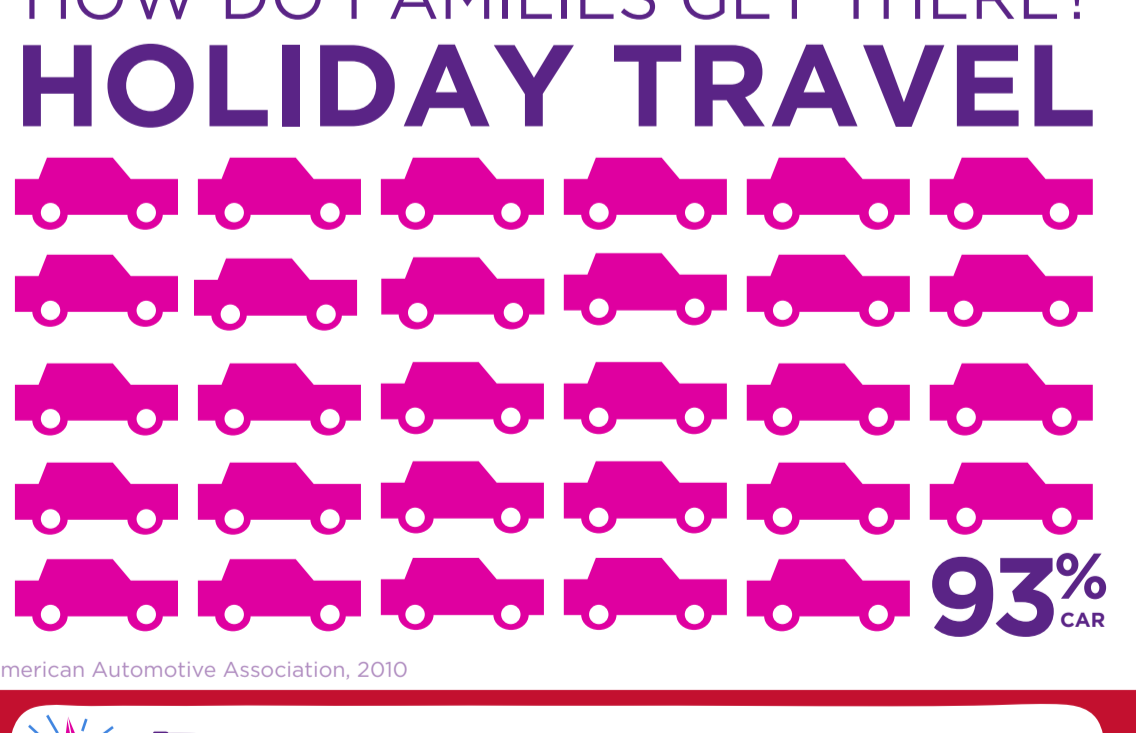
## C3 and TECHNOMIC

C3 and TECHNOMIC recently released the report *The Dining Habits of Today's Youth: Understanding the Foodservice and Lifestyle Attitudes of Tweens and Teens*. This study will help foodservice decision makers understand 8 to 12 year old customers, how they make meal and snack choices, how technology plays a role in food decisions and what their unique voice is during family and friend dining experiences.

For more information on this study, contact:

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## HOW DO FAMILIES GET THERE? HOLIDAY TRAVEL



### Favorite HOLIDAY KIDS SONGS

- Jingle Bells** - Children's Christmas Favorites - Warner
- Fur Elise** - Vince Guaraldi Trio - A Charlie Brown Christmas
- Jingle Bell Rock** - Bobby Helms - A Holly Jolly Kids Christmas
- Beautiful Like Me** - Bruce Roberts/Shawn King - Rudolf the Red-Nosed Reindeer and the Island of Misfit Toys
- Grandma Got Run Over by a Reindeer** - Elmo'n Patsy - A Holly Jolly Kids Christmas
- Let It Snow! Let It Snow! Let It Snow!** - Jerry Nelson/Fran Bill - Elmo Saves Christmas
- Santa's Family** - John Goodman - Rudolf the Red-Nosed Reindeer and the Island of Misfit Toys
- Elmo Saves Christmas** - Clifford Kevin Clash - Elmo Saves Christmas
- Santa Claus Is Coming To Town** - B2K - Radio Disney: Holiday Jams, Vol. 2
- The Toy Taker** - Bruce Roberts - Rudolf the Red-Nosed Reindeer and the Island of Misfit Toys

### meet the DESIGNER

**David Terrill** has been visually telling stories since he was a kid. When he is not making art at C3, he is creating some at home, with his wife and two children. Visit [davidterril.com](http://davidterril.com) and [idrawallday.blogspot.com](http://idrawallday.blogspot.com) to see David's work.