

# Holiday Toys Tracker 2013

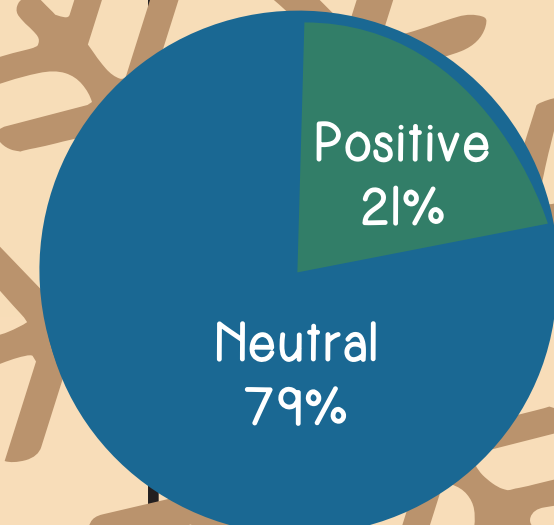
He's making a list and checking it twice - and Santa even asked MediaMiser to monitor which toys were hottest on Twitter!

## I. Skylanders SWAP Force

Share of voice  
**42%**

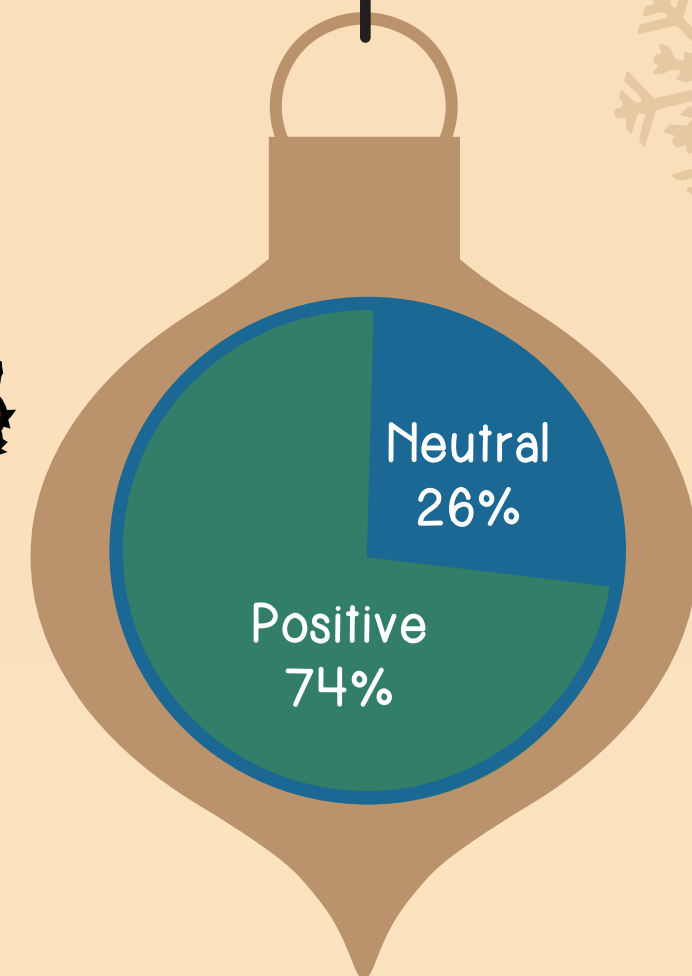


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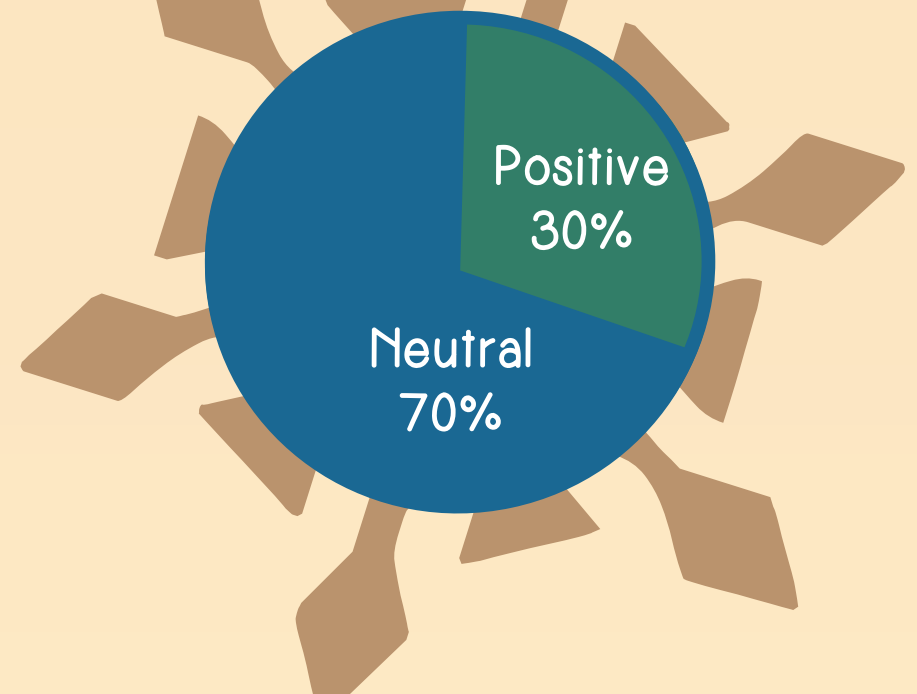
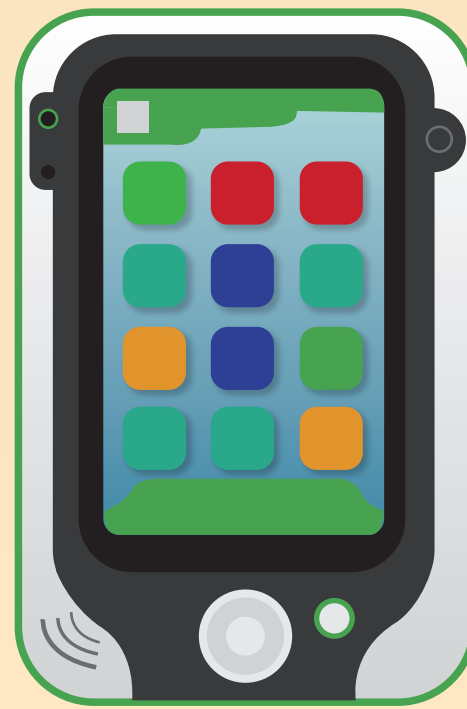
## 2. Big Hugs Elmo

Share of voice  
**17%**

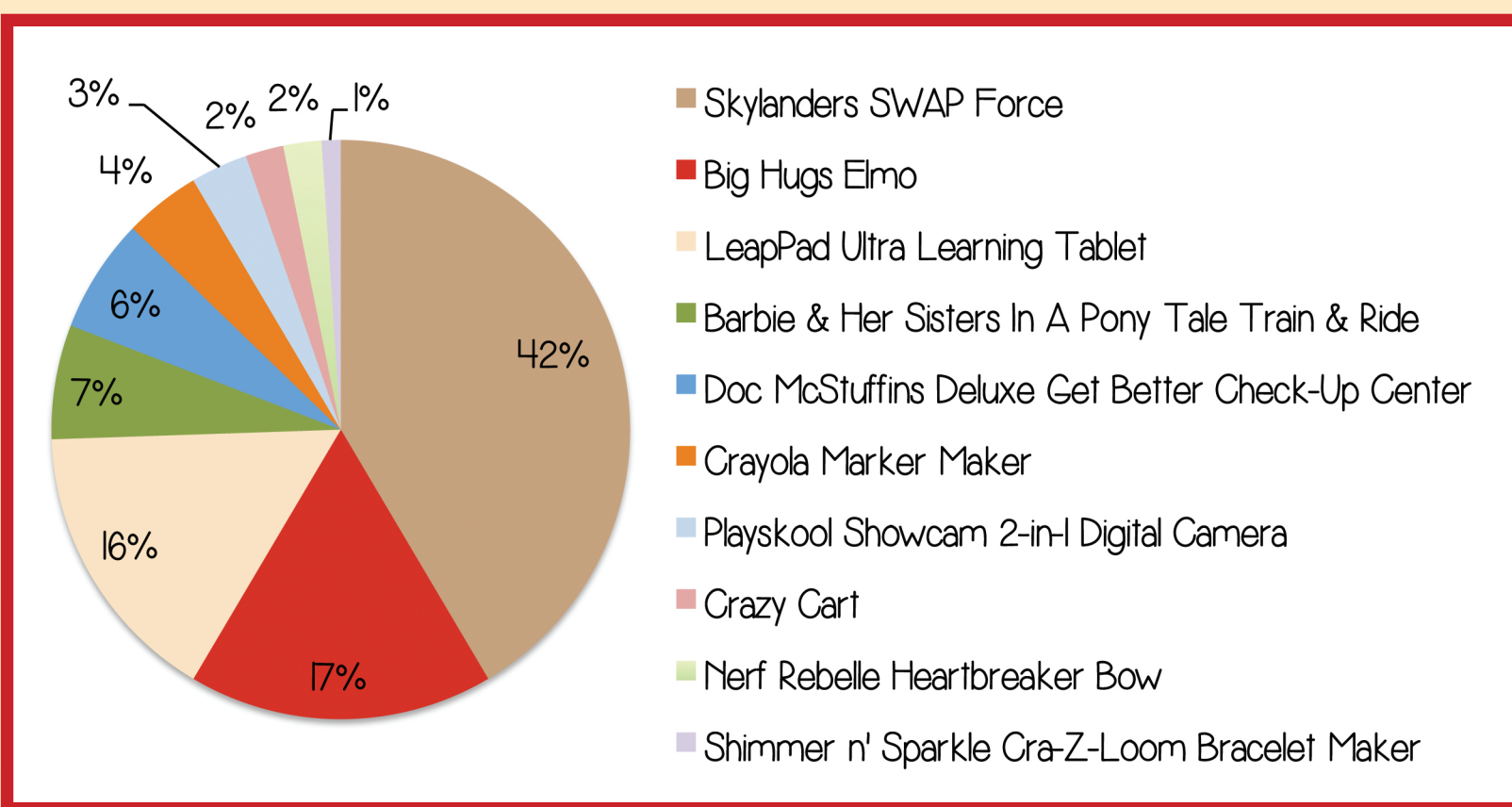


## 3. LeapPad Ultra Learning Tablet

Share of voice  
**16%**



## The top 10



## Sample Quotes

Big Hugs Elmo just arrived at the CTV newsroom! [pic.twitter.com/dZ3fJLFxNW](http://pic.twitter.com/dZ3fJLFxNW)



@CTVLyndaSteele

Found the Skylanders Swap Force Starter Pack for \$35! I love finding deals... Santa ain't rich lol. Cc: @franalations23

@jazzyrae

@WalmartCanada #Top20Toys My daughter would love the leappad ultra! Great toys this year:)

@canadiansteph

MediaMiser has monitored for mentions of 17 different toys since early November. Toys monitored were determined with the help of toy review website The Noise on Toys and the Toys "R" Us Feb 15 toys list for 2013.