I think the results show that kids will claim their favorite icon is the one that shows up in their homes the most. Cereal brands show up most often because kids are always eating cereal. After that, students are picking the most humorous icons, like Progressive Flo, Geico Gecko, and Jimmy Dean.​ When students are asked why the icons are most effective, they can't really seem to answer the question properly. Rather than explaining why the icon is effective, many kids seem to resort to rationalizing why the icon is good in itself: "Tony the Tiger says kids are great" and "Vitamins are good for you" are good examples. Some kids also don't understand that the reason they picked that icon as the most effective was simply because it was the most familiar, so they'll say something as in the examples above or give more shallow reasoning such as, "[The Pillsbury Doughboy] is squishy."

It is my opinion that the most effective icons are the ones in which the kids love the icon, but have no idea of or any relation to the product. Progressive's Flo, Geico's Gecko, and All State's icon are all great examples of this. Humor is the most common method of getting kids to like an icon even if they don't understand or care about the product.

Data Analysis and Report completed by Jeremy Peterson