June 20, 2014: Major League Baseball loves to boast that summer is all about baseball, hot dogs and apple pie (thanks to long-time marketing partner Chevrolet), but other brands and destinations have also found their place in the sun as the favorites of the Summer of 2014.

Although it was listed as the top sport, MLB came in at No. 14 and was named by 69% of people as the "brand most associated with summer" in a new survey from E-Poll Market Research's E-Score.

Meanwhile, camping and outdoor gear manufacturer Coleman is using a "Celebrate Freedom" marketing mantra to raise awareness among consumers and other fans of the great outdoors. And it appears to be working, as the Golden, Col.-based company was named the "brand most associated with summer" by a whopping 99% of people in the E-Score survey.

With a roster of releases that are associated with summer, Pixar Animation Studios was No. 2 in the survey, named by 98%. Among the studios productions that have had summer releases are Finding Nemo (Summer 2003), Cars (Summer 2006), Up (Summer 2009), Toy Story 3 (Summer 2010) and Brave (Summer 2012). Pixar could find itself on similar surveys for years to come, as upcoming scheduled releases include Inside Out (June 2015) and the Finding Nemo follow-up, Finding Dory (June 2016).

Three foods associated with sunshine, beaches, barbecues, traveling and outdoor activities round out the E-Survey Top 5: Good Humor (named by 95% of those who participated), Oreo and Orville Redenbacher (both named by 94%).

Disney Co. destinations Disney World (93%) and Disney Land (91%) came in at No. 6 and No. 7, respectively. Aquatic destination Sea World (79%) came in at No. 11 as the only other travel destination among the Top 17.

Toy brands Wham-O (89%) and Toys 'R Us (88%) ranked at No. 8 and No. 9, respectively, with the Top Ten filled out by food company Oscar Meyer (84%).

"This is a wonderful time for adults and kids alike, and nothing can bring out special memories like the places, smells, tastes and sounds that people associate with the long days and warm nights of summer," Gerry Philpott, president of E-Poll Market Research, Encino, Calif., said in a statement. "From an image of a crackling fire near a pitched tent to a rousing rendition of 'Take Me Out to the Ball Game,' brands linked with summer can help make the connection that consumers can immediately associate with."

E-Poll Market Research said that the survey was conducted among 1,500 persons ages 13+ with general representation across income, age, education and geographic demographics to represent a cross-section of the U.S. population.
## Brands Most Associated With Summer

1. Coleman 99%
2. Pixar 98%
3. Good Humor 95%
4. Oreo 94%
5. Orville Redenbacher 94%
6. Disney World 93%
7. Disneyland 91%
8. Wham-O 89%
9. Toys R Us 88%
10. Oscar Meyer 84%
11. SeaWorld 79%
12. Fiji Water 78%
13. Billabong 78%
14. Major League Baseball 69%
15. Harley Davidson 65%
16. Carnival Cruise Lines 63%
17. Speedo 62%

*Source: E-Poll Market Research*