



Powered by **BrandSpark**

The 2009 Best New Product Awards

“The Best New Product Awards are relevant to P&G because they allow us to showcase our innovation with real consumer insights and strong media partnerships. BrandSpark has developed an effective marketing and PR program in Canada which will surely be successful in the US.”

*Gord Meyer, Business Unit Director
Household Care Business Unit*

What are the Best New Product Awards?

The “People’s Choice Awards” for consumer Packaged goods



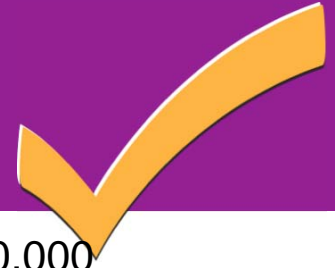
- Independent consumer voted awards focused on Personal Care, Food and Household Products
- North American based - launched in Canada in 2004, now coming to the US for the first time
- Based on a consumer survey of **100,000 US Shoppers** delivering credibility and high value consumer insights on shoppers’ needs, attitudes, media habits and more.
- Winners determined based on marketer approved methodology which includes Product Appeal among the total population and Re-Purchase Intent (among consumers that have tried the products)
- Extensive Print and Online marketing support from *Better Homes and Gardens*
- Extensive PR program
- Awards Gala and networking event for marketers
- Developed and executed by BrandSpark International, an independent North American consumer research firm
- In addition to Better Homes and Gardens, The Product Development Management Association (PDMA) is a lead sponsor of the program.



Over 40 Leading Companies Participated in the Canadian 2008 Best New Product Awards Including 16 of top 20 CPG companies



Total value of the winners package including research and media exposure will be over \$160,000



- **All participants** will receive a copy of the Research Study (among 100,000 American shoppers) that includes:
 - Detailed category summaries with Appeal and Repurchase Intent scores for each product within a category
 - Importance factors for consumers regarding new products
 - Perceptions of consumers regarding new products
 - Media habits and influences on new products
 - BrandSpark's proprietary Early Adopters Segmentation
 - Thousands of real consumer verbatims about each entered product
 - Value of research study over \$80,000
- **All Best New Product Award winners** will:
 - Receive full use of the Best New Product Award logo for marketing communications.
 - Be featured within a full page in BH&G promoting all Best New Product Award winners and BH&G Best New Product Awards mini-site
 - Substantial Public Relations exposure
 - Value of Basic Marketing program over \$80,000



Better Homes and Gardens Promotion for winners will drive awareness and help generate trial



- A full page in BH&G promoting all Best New Product Award winners
- A mini-site on BHG.com featuring a chance to win ALL the BNPA products and learn more about the winners



“Better Homes and Gardens reaches over 31 million American women every month and BHG.com attracts over 4.7 million unique visitors every month. This will be of great value to the winners and for the whole program”

Alain Begun, Associate Publisher, Better Homes and Gardens



Program Fees and Value to Participants



All Participating products that enter

- Research Study Participation Fee - \$15,000
(Full copy of the Research Study and invitation to all Best New Product Award events) (20% Early Registration discount before July 31st, 2008)
- Any product launched after May 1st, 2007 is eligible for the 2009 Best New Product Awards.

Category Winners only

- Marketing Winners Promotion Fee - \$35,000
(Use of logo and Better Homes and Gardens Winners print and online marketing campaign)

Value to participants

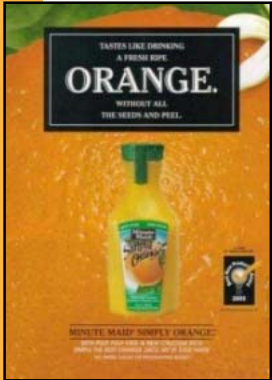
- Basic package - \$160,000 (\$80k research + \$80k marketing)



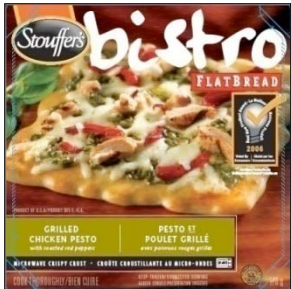
Winning Companies have used the BNPA Logo in various Promotional activities such as print, packaging and TV



Print



Packaging



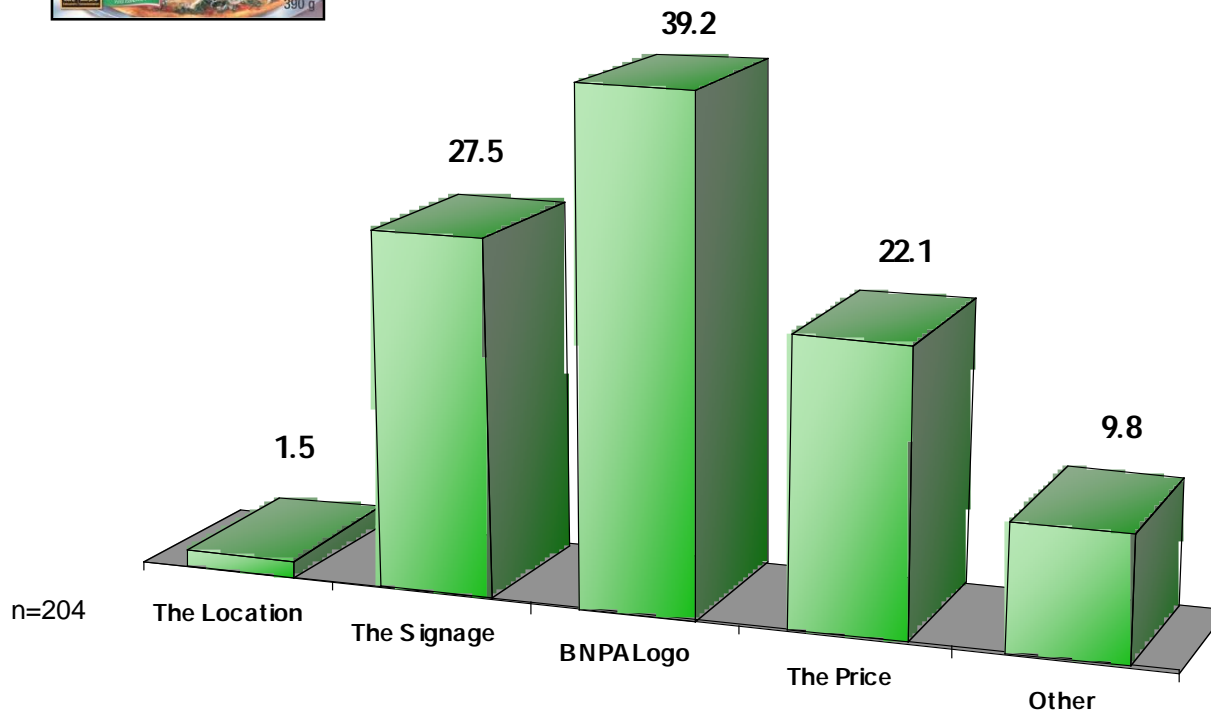
Television



Research Confirms that the BNPA Logo Impacts Purchase Decision at the Grocery Store



While in the grocery store, what influenced you to buy Dr. Oetker Frozen Pizza that day?



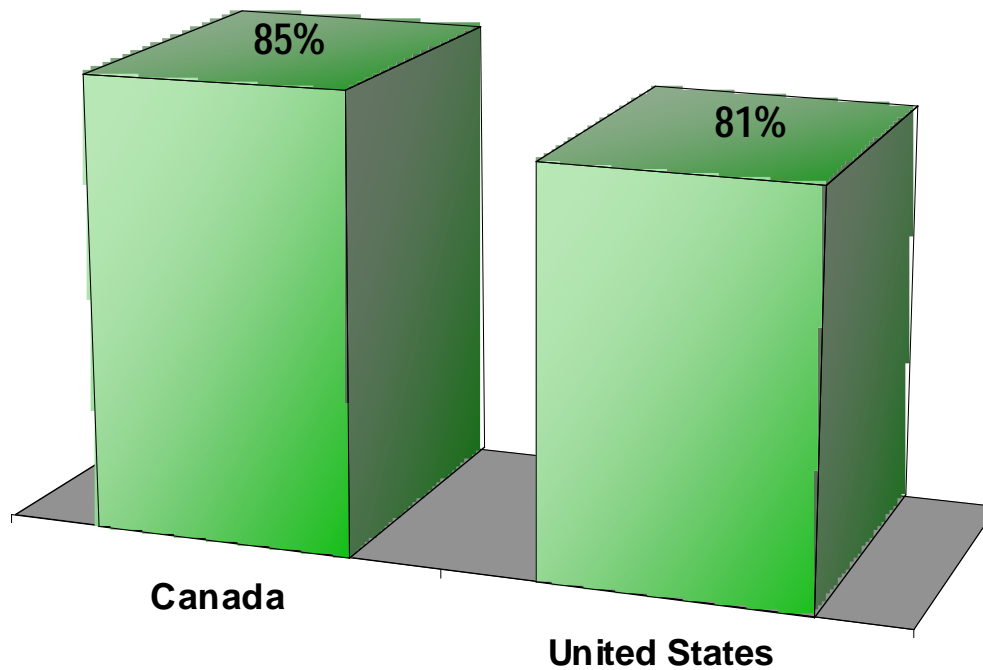
Source: Proforma Survey



A Majority of Canadians and Americans are 'Interested' in Trying New Products that have been voted by consumers



How interested would you be in trying products that have been recently voted the Best New Product through the vote Of 10,000 Consumers from your country?



Source: IMI's Consumer Track. Nationally Representative of Consumers aged 13 to 65 by Country: Canada = 800, US=400



Additional Information is available



For additional information regarding:

The Research Methodology

[Click Here](#)

Best New Product Awards Gala

[Click Here](#)

Media Coverage in Canada

[Click Here](#)

Trade Media Coverage

[Click Here](#)

TV Spots

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