

Research Program

One of the largest consumer surveys focused on new product development and innovation in the U.S.



Best New Product Awards 2009

Better Homes and Gardens has joined forces with Canada's most respected consumer awards program to debut the Best New Product Awards in the United States.

The Best New Product Awards will be one of the largest consumer surveys focused on new product development and innovation in the U.S. The winners of the BNPA's will be voted on by over **100,000** consumers delivering credibility and valuable insights. Respondents will vote on the appeal of the products and their intent to purchase them again. As the official consumer media partner, *BH&G* will share the results with its 40 million readers and millions of website visitors.

BrandSpark International, an independent brand strategy and market research firm, is responsible for developing and managing the BNPA's, which have been in existence in Canada since 2004.



Program Details

- The Best New Product Awards are an independent consumer voted awards and research study focused on products in three categories: **Personal Care, Food and Household Products**
 - Each category will be further divided into sub-categories. Each sub-category must have a minimum of 3 products and the products must represent a minimum of two different companies
- Voted on by an online survey of over **100,000 principal shoppers**, winners are determined based on product appeal and re-purchase intent (among consumers who have tried the product)

Program Fees and Eligibility

- **All Participating Products:**
 - Entry fee of \$15,000 per brand (**20% early registration discount before July 31, 2008**)
 - Brands receive full copy of the Research Study including:
 - 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
 - Verbatims for their brand
 - Invitation to the Best New Product Awards event gala

**Better
Homes
and Gardens.**



Best New Product Awards 2009 continued...

Program Fees and Eligibility *continued...*

- **Winning Products:**
 - Winner Promotion Fee of \$35,000
 - Use of the BNPA logo
 - Marketing and PR coverage
 - Inclusion in a custom advertorial page in *Better Homes and Gardens*
 - Exposure on BHG.com, including an impactful micro-site
 - Access to opt-in names from BHG.com sweepstakes to win all BNPA products
- **Bonus Opportunity**
 - BH&G will create a BNPA advertising section in the May 2009 issue which will drive readers online for more information about the brands and program. Winning brands can run a 1/4 page promotional unit. An additional fee of \$25,000 net will apply for 1/4 page promotional unit in BNPA advertising section
- **Eligibility**
 - Any product launched after May 1, 2007 is eligible



<p>Introducing the winners of the Best New Products Awards. Each year consumers determine their favorite best new products and give us insight into why they chose them. Visit bhg.com/best for a complete list of winners.</p>	<p>Introducing the winners of the Best New Products Awards. Each year consumers determine their favorite best new products and give us insight into why they chose them. Visit bhg.com/best for a complete list of winners.</p>	<p>Natural All-Purpose Cleaner From your kitchen to your bathroom, our natural all-purpose cleaner uses green, gentle and safe as well as traditional cleaners. But because it's made from plants and made in a BPA-free, non-toxic formula, it's better for the environment.</p>	<p>Intense Cleanse and Fresh Mint Chickadee introduces Mint Blue™ toothpaste with refreshing, natural taste. The foam washes deep and whisks away plaque and bacteria before you even brush. Clean your smile and experience a fresh, clean taste.</p>
<p>The Perfect Marriage of the Cracker and the Pretzel No longer are you stuck on the dipping only side of the sandwich. From House of Pancakes, the perfect marriage of the cracker and the pretzel, can hold together your cheese and chicken in a way you've never seen and like. They're the work of Kashi's, Co. and the Kashi's Diner.</p>	<p>Your Answer for Acne. Proactiv® Solution cleans your skin and helps prevent future breakouts without drying, redness, or irritation.</p>	<p>Weight Watchers Smart Ones Fresh Inspirations Pittsburgh-based J.J. Hiller Co. introduces Weight Watchers Smart Ones Fresh Inspirations. The first line of frozen, individual meals is delicious and combined with low points and strong vegetables. With less than 100 calories and 4g of fat or less per serving, each recipe contains pieces of fresh such as tomatoes, bell peppers, mushrooms or cranberries.</p>	<p>The Leading Toothpaste for Sensitive Teeth Used over the decades, sensitive toothpaste is the standard and known to have the pain of the mouth and lower it from coming back. Sensodyne® Advanced is desensitizing toothpaste. You have and know the pain of sensitive teeth for over 40 years.</p>

Timing

- **Research Survey in Field:** October – November 2008
- **Winners Chosen:** December 2008
- **BNPA Gala:** February 2009
- **Research Completed/PR Coverage:** February – March 2009
- **BH&G In-book and Online Promotion:** May 2009 Issue

Over 40 Leading Companies Participated in the Canadian 2008 Best New Product Awards

Here's a sample:

