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The 2009 Best New Product Awards

Research Methodology

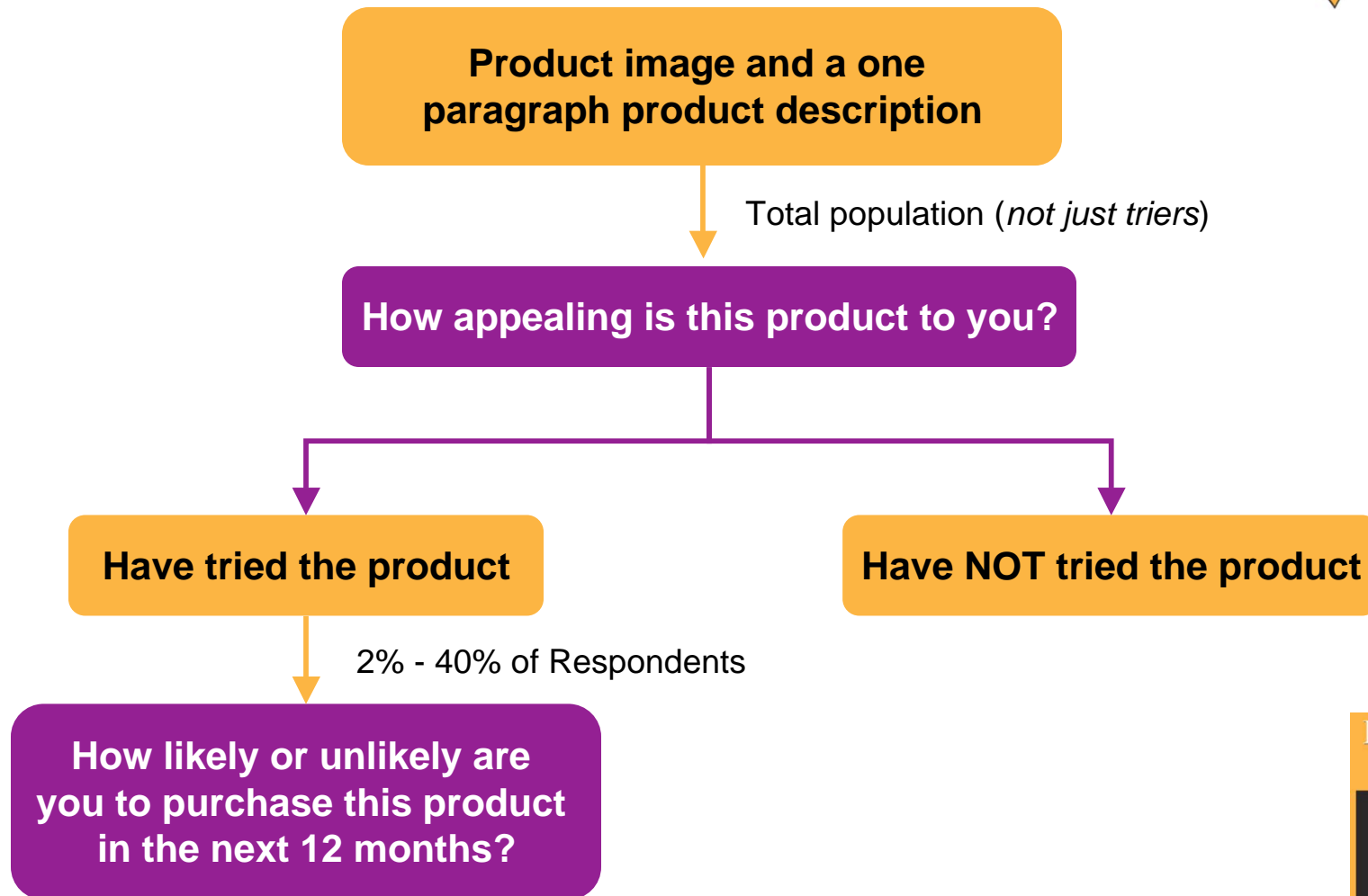
The BNPA Research Methodology



- BrandSpark International will collaborate with U.S. research companies and the *Better Homes and Gardens* research team and will leverage its North American tested methodology that has been proven in Canada
- When designing the questionnaire and methodology the following principles will be applied:
 - Representative of U.S. principal grocery shoppers
 - A process and methodology that will minimize potential for bias due to market share, distribution, company size, regional geography or origin of the product
 - The data will be compared and weighted based on MRI demographics
 - Selective Screening - Only people who consume / purchase a category get to vote on products in that category
 - Survey will be conducted online through Research Solutions, Inc. (RSI)



Survey Flow of Key Questions that Determine BNPA Winners



Best New Product Awards Categories



- Products are entered by manufacturers and are placed into 3 main categories:
 - Food
 - Personal Care
 - Household Care
- Products are then placed into sub categories. In the 2008 Canadian awards, there were 106 products in 35 categories
- Each category must have a minimum of 3 products and the products must represent a minimum of two different companies



What the Respondents See Online...



Minute Maid Calcium Rich Orange Juice - Minute Maid orange juice has significant added nutritional benefits. It also contains recommended daily values of 110% vitamin C and 30% folate. *Available in chilled and frozen concentrate formats.*



1. How appealing is this product to you...

- Very Appealing
- Somewhat Appealing
- Somewhat Unappealing
- Very Unappealing

2. Have you or have you not purchased this product before?

- Have
- Have not



Winner: Crest Pro-Health – examples of Consumer Verbatims



Best thing about:

- “Covers all the basis for healthy gums and teeth” (Chelsea P.)
- “It leaves your teeth feeling fresh from the dentist clean. It tastes good too.” (Kathy K.)
- “That it protects against cavities, tartar, and gingivitis. It is a bonus that it also whitens in the process.” (Kathryn E.)



Crest Pro-Health

