



*** For Immediate Release ***

New Marketing, Media & Academia Partners Announced for the 2011 Best New Product Awards in Canada & the United States

December 2, 2010 (Toronto, ON) — New Partners: **Astral Media Outdoor, Transcontinental's *Clip N Save*, Wilfrid Laurier University** and the **University of Cincinnati College of Business**; join existing partners: ***Canadian Living, Coup de Pouce, Better Homes and Gardens, Metro News, Strategy Magazine*** and **Rexall Pharma Plus** for the 2011 BNPA's. The program, in its eighth year in Canada and third in the U.S., reveals top picks and key insights into the minds of Canadian and American shoppers.

“This overwhelming support from our partners underscores the tremendous value that marketers place on winning a prestigious Best New Product Award,” says Robert Levy, President of BrandSpark International and Founder of the BNPA's. “The Best New Product Awards are a recognized symbol of excellence on store shelves in Canada and the United States. In fact, a market research study conducted by IMI International and BrandSpark demonstrated that the inclusion of a Best New Product Awards logo on packaging and in advertising influenced 38% of shoppers’ purchase intent versus a product advertised as ‘new’.”

The BNPA's have grown to become a highly sought after award in the consumer packaged goods sector. The results are tabulated from an independent survey of more than 25,000 Canadian shoppers and more than 50,000 shoppers in the U.S., making it the largest and most credible consumer-voted awards program in North America. Winners will be announced in early 2011, with awards being given in the food and beverage, health and beauty, and household categories.

Canadian Living and *Coup de Pouce* will share the Canadian results with their five million readers in English and French Canada, in both magazines and online. The winning products will also be featured in *Metro News* for their 1.4 million readers in major Canadian cities as well as their new mobile app for smart phones and the iPad. *Clip N Save* will showcase the winning products in their May issue that boasts a 2.3 million circulation. Astral Media Outdoor will also provide media support via high impact digital billboards in Toronto and Vancouver. In addition to the media partners, Rexall Pharma Plus has signed on as the health and beauty retail partner for a second year and will repeat their flyer support and in-store promotion that saw an 18% increase in sales for 2010 BNPA health and beauty winners*. *Better Homes and Gardens* will share the results with their 40 million readers in the U.S.

From the world of academia, BrandSpark is pleased to announce that Wilfrid Laurier University and the University of Cincinnati College of Business will be lending their research expertise and analysis to the Best New Product Awards program in Canada and the U.S. respectively, to help further the development of industry leading shopper insights. The data generated since the program started in 2004 will be available for analysis by scholars and researchers at both academic institutions working in collaboration with BrandSpark’s analysts to delve further into consumer insights and trends based on eight years of polling over 200,000 Canadian consumers and over 100,000 American consumers.

* Sales of featured winners as compared with total category sales

Nino Di Cara, Director of Custom Publishing at Transcontinental Media says, “Consumers love to know about new products and how they are designed to make people’s lives better and easier. The *Clip N Save* package we have created gives brands the opportunity to showcase their innovation and product development and, combined with the coupon, gives consumers the added incentive to try the products for themselves.”

“We’re partnering with the Best New Products Awards to give marketers the opportunity to try Canada’s most dynamic advertising medium, digital boards, at a fraction of the typical cost while delivering millions of eyeballs for the brand with a highly customized co-op program,” says Astral Out-of-Home’s Head of Media, Markets & Innovation, Michael Alexandor.

“Our readers tell us that they look forward to the magazine’s Best New Product Award issue every year,” says Lynn Chambers, Group Publisher, *Canadian Living*. “They continue to state that they like the fact that other Canadians have actually used the winning products.”

“The Best New Product Awards brings the best consumer-voted products to Canadians and *Metro News* is the best way for Canadian commuters to stay on top of news that matters to them, either in print while in transit or anywhere on a smart phone with our new mobile app,” says Bill McDonald, Group Publisher, *Metro News*.

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. Visit us online at www.BrandSpark.com; or for the Best New Product Awards, visit www.BestNewProductAwards.biz.

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