

Attention: Assignment Editors and Consumer Reporters

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2011 Best New Product Award winners announced from the BrandSpark Canadian Shopper Study

Over 36,500 Canadians participated in the 8TH annual BrandSpark Canadian Shopper Study to reveal key insights into the minds of Canadian consumers

Toronto, ON (January 19, 2011) – BrandSpark International’s Best New Product Awards (BNPA), one of the largest consumer packaged goods awards programs focused on new product development and innovation, today reveals research and insights from its eighth annual BrandSpark Canadian Shopper Study. The study, which surveyed more than 36,500 Canadian consumers, uncovered key findings, including: Canadians embracing reusable shopping bags; consumers’ increased desire for organic health, beauty and household products; and consumers’ lack of faith in private label beauty products. The study is also used to compile the winners of the 2011 Best New Product Awards where consumers voted upon 169 products in 55 product categories.

The Top 2011 Best New Product Award winners are:

- Best in Food & Beverage Category and Best in Show: **Europe’s Best Antioxidant Fruit Blend Frozen Fruit**
- Best in Health & Beauty Category: **Trojan Fire & Ice Condoms**
- Best in Household Products Category: **Arm & Hammer Double Duty Cat Litter**

For a complete list of winning products, please visit www.BestNewProductAwards.biz.

Known as “The Peoples’ Choice Awards” for consumer products, the Best New Product Awards are Canada’s preeminent gauge of habits, trends and key insights into the minds of consumers. “Now in its eighth year, the Best New Product Awards has become the most widely acknowledged seal of approval for Canadian consumers – and with good reason. With 36,500 Canadians participating in the survey, the BNPAs are an accurate gauge of consumer trends and attitudes, looking at a wide range of factors that influence decision-making,” says Robert Levy, President of BrandSpark International and Founder of the Best New Product Awards. “The survey not only provides us with valuable insights about current products and innovations but also larger movements and shifts in Canadians’ viewpoints and approaches toward what they purchase, and more importantly why.”

Recession Impact:

Canadians are more optimistic that the economy is improving but still looking to spend less

“We can see the lingering impact of the recession as Canadians continue to look to save money and spend less,” says Levy, “even so, the vast majority of Canadians (72%) still like trying new products. Finding new products that deliver on their promises is more important than ever, with shoppers demanding greater value for money but 2 in 3 still willing to pay a little more for new products that improve on current options.”

- 54% of Canadians believe that we are still in a recession versus 77% of Americans.
- 30% of Canadian shoppers say they will spend less on everyday groceries in the next 12 months compared to only 10% of American shoppers.
- Despite the recession, 72% of Canadians still like to try new products, an increase from 65% in 2010.

Environmental Accountability: Canadians are embracing reusable shopping bags

“Over the past eight years since we’ve been conducting the survey, environmental accountability has grown to become a concern for Canadian consumers,” says Levy. “Consumers are demanding companies to be more accountable in terms of their environmental claims and they are willing to pay for products with realistic and tangible claims such as reduced packaging.”

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- 84% of Canadians overall feel that companies are exploiting environmentally friendly claims for marketing purposes, slightly up from last year's 82%.
- Packaging is still one of the top environmental concerns with consumers, and 87% believe that manufacturers still have a long way to go to reduce the amount of packaging, virtually no change from last year's 89%.
- Canadians' attitudes towards reusable shopping bags saw a very slight dip with 84% of Canadians stating that they are willing to purchase reusable bags to reduce the amount of plastic, a minor decrease from 87% as reported in 2010.

Consumers want more organic options in their health, beauty and household products, not just in their food and beverage products

"Healthy living is still an important concern for Canadians," says Levy. "Consumers want products with added health benefits and they are willing to pay more for them. We are seeing an increased importance in 'all-natural' and organic foods as both categories continue to trend up. Interestingly we are seeing that consumers consider organics somewhat more important within the Health & Beauty and Household product categories than within the Food & Beverage product category, reflecting a concern with the chemicals in these everyday use products."

- 87% of Canadians, believe that "there is a lot I can do with food and nutrition to prevent illness", consistent with last year.
- 3 in 4 Canadians are paying more attention to food labels and are trying to eat healthier snacks.
- 2 in 3 Canadian consumers believe that "it is important that a new food or beverage product is made from all-natural ingredients".
- This year, slightly more Canadians find it more important that a product is natural than organic, 50% for 2011 versus 45% as reported in 2010.
- 25% of Canadians believe that it is important that a new food product they purchase is organic, when asked about the importance of organic Health & Beauty and Household products this number increases to 32%

Canadian's belief in private label food & beverage products does not translate to beauty products

"Understandably Canadians want more value for their dollar," says Levy, "and many continue to turn to private label or in-store brands to deliver, with 64% considering them great value for money. However, the top established brands still enjoy greater consumer trust and 68% of Canadian shoppers prefer to purchase brand name products when they are on sale than to purchase private label."

- Consistent with last year, 64% of consumers believe that private label brands are usually extremely good value for money.
- 67% of Canadians believe that the same manufacturers as brand name products often make private label products; however 68% of Canadians prefer to purchase brand name products when they are on sale versus private label products.
- 39% of Canadians stated "yes, I have purchased private label products in the past 12 months".
- Consumers' private label beliefs in the Food & Beverage category does not translate to Beauty products with only 40% of Canadians believing that private label beauty products are just as good as brand name; as opposed to the 60% of Canadians who believe that private label food, household and over-the-counter health care products are just as good as their brand name counterparts.

Canada's Most Trusted Brands

The top ten trusted **Food** brands Canadians reported:

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|------------|-----------------------|---------------|---------------|-------------------|
| 1. Kraft | 2. President's Choice | 3. Campbell's | 4. Kellogg's | 5. Heinz |
| 6. Catelli | 7. Nestle | 8. Quaker | 9. Maple Leaf | 10. General Mills |

The top ten trusted **Beauty** brands Canadians reported:

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|----------|---------------|------------|---------------|--------------|
| 1. Olay | 2. Dove | 3. L'Oreal | 4. Cover Girl | 5. Aveeno |
| 6. Nivea | 7. Neutrogena | 8. Revlon | 9. Maybelline | 10. Gillette |

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The top ten trusted **Health** brands Canadians reported:

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|------------|------------------|---------------------|-----------|----------------------|
| 1. Tylenol | 2. Jamieson | 3. Life Brand | 4. Advil | 5. Johnson & Johnson |
| 6. Bayer | 7. Adrien Gagnon | 8. Procter & Gamble | 9. Rexall | 10. Aspirin |

The top ten trusted **Household Cleaning** brands Canadians reported:

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|---------------------|-----------|--------------|----------------------|------------|
| 1. Mr. Clean | 2. Lysol | 3. Hertel | 4. Vim | 5. Tide |
| 6. Procter & Gamble | 7. Windex | 8. Fantastic | 9. Johnson & Johnson | 10. Clorox |

What Makes Canadians Buy Certain Products?

The BrandSpark Canadian Shopper Study also asks why consumers make the purchases that they do. Following are the top five “Purchase Drivers” in the three categories the survey tracks.

Food & Beverage:

- 2011: 1. Taste 2. Is fresh 3. Is well priced 4. Is healthy 5. Looks appetizing
- 2010: 1. Taste 2. Is well priced 3. Is fresh 4. Is healthy 5. Looks appetizing

Health & Beauty:

- 2011: 1. Is well priced 2. Is simple to use 3. Is proven effective 4. Is from a brand I trust 5. Is gentle
- 2010: 1. Is well price 2. Is proven effective 3. Is simple to use 4. Is gentle 5. Helps me feel better

Household Products:

- 2011: 1. Effective 2. Cleans Thoroughly 3. Delivers as promised 4. Is well priced 5. Works the first time
- 2010: 1. Effective 2. Cleans thoroughly 3. Is well priced 4. Delivers as promised 5. Works the first time

About BrandSpark International

BrandSpark is an international independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. www.BrandSpark.com.

About the 2011 BrandSpark Canadian Shopper Study

The 2011 BrandSpark Canadian Shopper Study presents the results of BrandSpark’s 8th annual grocery shopper trends and behaviour survey. More than 36,500 respondents, including 10,700 in Quebec, contributed, with data weighted to the Print Measurement Bureau principal shopper by gender, age and region: 64% female, 48% under 50 years (weighted to four ranges), 31% Quebec and 69% English Canada (weighted to exact proportions for West, Ontario, and Atlantic). Data was collected from November 8th to December 10th 2010. The Trends Study was also conducted in the United States, France, Germany and the United Kingdom so that Canadian shoppers’ attitudes can be compared.

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To download images of the 2011 BNPA winning products, please visit <http://www.jeffersondarrell.com/artwork> | Password: JDA1
For interview requests, to receive additional information about the BrandSpark Canadian Shopper Study and/or a complete list of the 2011 winning products, please contact:

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