

BEST NEW PRODUCT AWARDS

14TH
ANNUAL

14TH
ANNUAL

VOTED BY
THOUSANDS
OF SHOPPERS
COAST TO
COAST

MOST
CREDIBLE
CONSUMER
VOTED AWARDS
PROGRAM



featuring new ways to support:

NEW

E-COMMERCE
SOCIAL
DIGITAL

NEW



Stand Out From Your Competition

Leverage the Best New Product Awards logo across multiple media platforms to drive sales, and differentiate your product from the competition

WHAT'S NEW

- ✓ Ratings & reviews available for e-commerce syndication
- ✓ Comprehensive product scorecard as soon as 6 weeks after entry
- ✓ Inclusion of new to market and niche products
- ✓ Verified product purchasers for high quality product insights
- ✓ 20 second video highlighting product reviews



LEVERAGE YOUR WIN

Print



Online



On-Pack



E-Commerce



In-Store



Out-of-Home



Television



Social





Introducing Our Best Program Yet

We've evolved with the changing CPG landscape to deliver what you need, when you need it, from the top CPG award program!

HOW IT WORKS



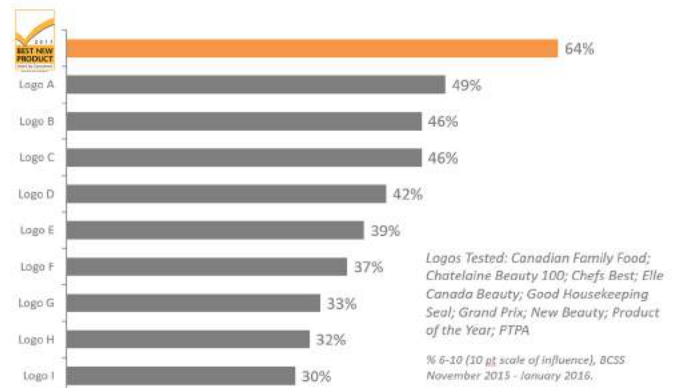
PROVEN ROI

The Best New Product Awards credential has a proven ROI to help your products succeed with winners experiencing ROI increases from 10-47%



TOP LOGO INFLUENCE

BNPA was shown to have the number 1 logo influence when tested with 7 other CPG Award logos amongst shoppers



Ratings & reviews can now be syndicated onto e-commerce!



Benefits of Entering and Winning

We've really revamped the offerings for all contender products - read on to find out exactly what you'll get when you enter a product and win!

BECOME A CONTENDER

New and innovative CPG products are eligible to register within the Beauty, Food & Beverage, Health & Personal Care, Household, Kids and Pet categories launched between June 1, 2015 and November 1, 2016.

CONTENDERS

(Entry fee: \$5,000)

- ✓ Product Scorecard: KPIs including quality, value, purchase intent, overall satisfaction, net promoter score, in-store product findability and stand out score
- ✓ Recent and relevant ratings and reviews from real users (as soon as 6 weeks from entering)
- ✓ Research backed certified marketing claims

LEVERAGE YOUR BNPA ENTRY EVEN FURTHER!

These ratings and reviews can be posted to e-commerce platforms to boost your product ranking and sales! *Reviews can be syndicated directly through the Bazaarvoice network (for current Bazaarvoice clients).*



WINNERS

(Winner fee: \$12,500 – paid by winners only)

- ✓ Best New Product Awards logo license: (ability to leverage on all materials with no end date)
- ✓ 20-second professionally produced video spot highlighting what shoppers loved about your product and why it is a BNPA winner. This can be used as digital content, used on social media and other vehicles.
- ✓ Inclusion in the successful national PR outreach program including opportunity for TV morning shows
- ✓ Opportunity to take part in high-quality media amplification via Best New Product Awards media partners

ENTER NOW AT WWW.BESTNEWPRODUCTAWARDS.BIZ/CANADA/REGISTER

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