

# BEST NEW PRODUCT AWARDS

14<sup>TH</sup>  
ANNUAL

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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



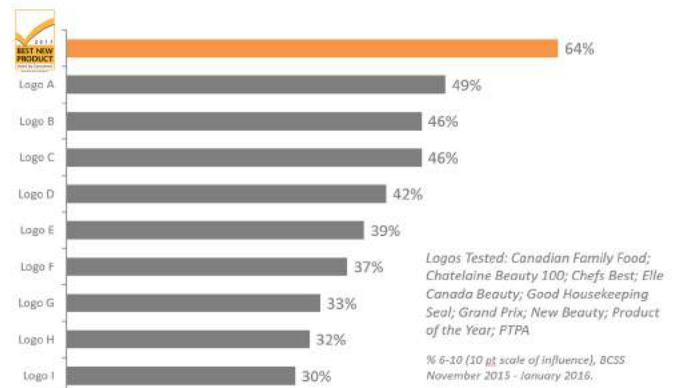
## PROVEN ROI

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](http://WWW.BESTNEWPRODUCTAWARDS.BIZ/CANADA/REGISTER)**

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