



Canadian market research and marketing services firm BrandSpark International announces
the

Best New Product Awards Amazon Product Showcase

Toronto (February 14, 2017) – Today, Canadian market research and marketing services firm BrandSpark International launches a new e-commerce initiative to help consumers navigate the online “shopping jungle.” The Best New Product Awards Amazon Product Showcase will see the nominee products for BrandSpark’s annual Best New Product Awards (BNPAs), Canada’s leading shopper-voted consumer packaged goods (CPG) awards program, showcased on Amazon.ca, allowing Canadians to save and shop all in one place. Visiting www.BestNewProducts.ca will give consumers an opportunity to visit the BNPA Amazon Product Showcase page as well as participate in a survey to win a \$1000 gift card. Awareness of the showcase page will be driven through a comprehensive online media campaign on and off Amazon.ca as well as an innovative digital out-of-home campaign using a selection of OUTFRONT Media’s digital network including the high impact digital experience at Toronto’s Riocan Yonge Eglinton Centre.

BrandSpark’s most recent E-Commerce Shopper Study reports that 90% of Canadians shop online, with most shopping online several times per month and 85% looking for consumer reviews to help make their purchase decision. “BrandSpark has responded to meet the evolving needs of both shoppers and marketers in this new world of e-commerce with the creation of the Best New Product Awards Amazon Product Showcase,” said Robert Levy, President of BrandSpark International. “We chose Amazon because it is Canada’s leading online shopping destination and now an ideal targeted media property as well. Our new BNPA Amazon Product Showcase will allow Canadians to learn about, find and buy the new products they really want while saving money and time because they will learn from other consumers by finding ratings and reviews all in one place.”

“For more than 14 years Canadian shoppers have recognized the Best New Product Awards ‘check mark’ as the most credible credential for the best new products in Canada,” added Levy. “The BNPAs are the go-to source for consumers to find and trust the latest and greatest everyday new products as voted by thousands of Canadians each year. It’s hard for consumers to identify which new products are worth trying from the thousands of new products launched each and every year,” said Levy. Brands submit their strongest new and most innovative products for a chance to win this influential award. More than 20,000 Canadians rate the nominees in the categories of food and beverage, beauty and health, and household, kids, and pets to determine which new products are the best of the best.

The Best New Product Awards Amazon campaign will drive traffic to the BNPA Amazon Product Showcase via an extensive online media campaign delivering precise and relevant ads to shoppers, as well as a multi-channel public relations campaign that includes segments on Global’s Morning Show. In addition, BrandSpark has partnered with OUTFRONT Media who will deploy a selection of their digital out-of-home network plus their innovative offerings at Toronto’s Riocan Yonge Eglinton Centre. “Our partnership with leading out-of-home media company, OUTFRONT Media to promote the BNPA Amazon Product Showcase helps ensure that

BrandSpark continues to deliver consumer packaged goods brands the best solutions for launching new products in Canada,” added Levy.

More information about the Best New Product Awards can be found at www.BestNewProductAwards.biz.

About BrandSpark International

BrandSpark International is a leading marketing research company that also services brands looking to launch new products and stand out in the competitive marketplace. With deep expertise in consumer packaged goods (CPG), BrandSpark understands the insights and content that brands need to launch and support new products. BrandSpark has developed leading consumer-voted awards programs that help Canadian shoppers make smarter choices every day: Best New Product Awards and BrandSpark Most Trusted Awards (www.BrandSparkMostTrusted.com). CPG brands are also leveraging BrandSpark’s new product engagement platform, Shopper Army (www.ShopperArmy.com), to generate new product reviews, certified claims and the key insights needed to support products in market. For more information, visit www.BrandSpark.com.

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