



BEST NEW PRODUCT AWARDS



Voted by
thousands
of shoppers
coast to
coast



Most
credible
consumer
voted awards
program



E-COMMERCE
READY



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

- ✓ Every entered product will be featured on our **Amazon Nominees Product Showcase** & every winner will be featured on our **Amazon Winners Product Showcase**
- ✓ 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 from BrandSpark's Shopper Army
- ✓ 20 second professionally-produced video highlighting consumer feedback

LEVERAGE YOUR WIN



Online
Print
Television
In-Store
Out-of-Home
On-Pack



AMAZON PRODUCT SHOWCASE





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



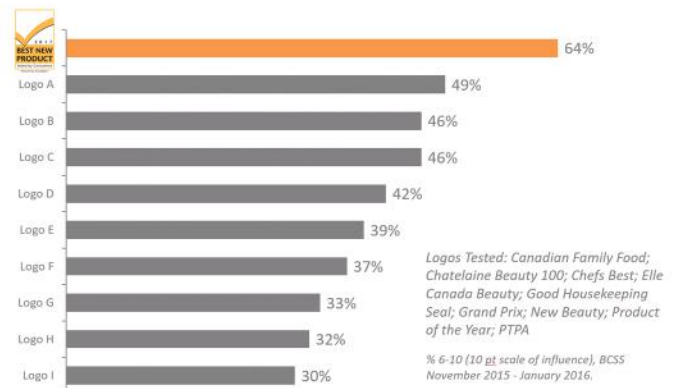
PROVEN ROI

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!



Drive Awareness and Sales!

We've evolved our offerings to make sure you're keeping up with where consumers are shopping and discovering new products. Boost your new products launched after Jan. 1, 2017!

PRODUCT ELIGIBILITY

New & innovative CPG products are eligible to register within the Beauty, Food & Beverage, Health & Personal Care, Household, Kids & Pet categories launched between January 1, 2017 & December 9, 2017.

NOMINEES



Entrance Fee: \$7,500 (Listed products on Amazon.ca), \$6,500 (Unlisted products on Amazon.ca)

- ✓ Product placement on the **Best New Product Awards Amazon Nominees Showcase 2018** **NEW!** with millions of media impressions online
- ✓ Verified product purchasers via the BrandSpark **Shopper Army Platform**
- ✓ Real-time Dashboard with relevant KPIs to support marketing claims and recent Ratings & Reviews which can be syndicated to relevant sites or via the Bazaarvoice network (additional costs apply)
- ✓ Opportunity to be included in the national PR program, including TV morning shows

WINNERS



Winner fee: \$12,500 (Listed winners on Amazon.ca), \$10,500 (Unlisted winners on Amazon.ca)

- ✓ License for logo use on all platforms (print, e-commerce, social media, online, TV, etc.)
- ✓ Inclusion in the **Best New Product Awards Amazon Winners Showcase 2018** **NEW!** with millions of media impressions online
- ✓ 20-second professionally produced video spot highlighting what shoppers loved about your product that can be used as digital content for e-commerce, product pages, and social media
- ✓ Inclusion in the national PR program, including TV morning shows (for all listed and unlisted products)

Enter now at:

WWW.BESTNEWPRODUCTAWARDS.BIZ/CANADA/REGISTER

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