

The Best New Product Awards boasts record entries for 2012 program

More than 50 manufacturers have entered the program, now in its 9th year

October 25, 2011 (Toronto, ON) – The Best New Product Awards (BNPAs), North America’s leading consumer packaged goods award Program, reports a record number of participant entries for the Program’s Canadian edition. More than 50 manufacturers have signed on for the 2012 Program. The BNPAs are decided using data from the Canadian Shopper Study, an independent survey of more than 36,000 Canadian consumers conducted by BrandSpark International. The study is used to determine the top Food and Beverage, Health and Beauty, and Household Products – winners of the Best New Product Awards.

“The Best New Product Awards are like ‘*The Peoples’ Choice Awards*’ for consumer products,” says Robert Levy, Founder of the Best New Product Awards and CEO of BrandSpark International. The BNPAs are regarded as the most credible consumer-voted packaged goods awards program because they are 100% consumer-voted, conducted by an independent marketing research firm, easily accessible for all manufacturers and backed by Canada’s most trusted magazines, *Canadian Living* and *Coup de Pouce*.”

“Our readers tell us that they look forward to the magazine’s Best New Product Award issue every year,” says Lynn Chambers, Group Publisher, *Canadian Living*. “They continue to state that they like the fact that other Canadians have actually used the winning products.”

The BNPA logo continues to become a recognized symbol of excellence and a credible consumer endorsement, and marketers are leveraging this fact. “The Best New Product Awards are relevant to P&G Canada because they allow us to showcase our innovation with real consumer insights and strong media partnerships,” says Gord Meyer, Procter & Gamble. “Plus, BrandSpark has developed an effective marketing and public relations program in Canada.”

“Past Best New Product Awards winners are enjoying a profitable return on their investment as they incorporate their win in marketing communications, promotions, in-store, and on packaging,” says Levy. “In fact, in a grocery setting among six comparable consumer award logos, the BNPA logo was most influential. Case studies show that inclusion of the logo on packaging influences four in ten shoppers; plus at retail it can drive an 18% sales increase.”

This year’s program includes products from companies such as: Church & Dwight, Clorox, Coca Cola, ConAgra, General Mills, Kraft, Procter & Gamble, Nestle, Reckitt Benckiser, Dr. Oetker, SC Johnson, Colgate, Unilever and many more.

In 2012, the BNPAs will enter their ninth year in Canada, their fourth year in the U.S. and their first year in Mexico. With the addition of Mexico, BrandSpark’s North American Shopper Survey will boast continent-wide data about the everyday shopping habits of more than 100,000 North American consumers in addition to the company’s global shopper studies in Europe and Latin America. “Our sample size is enormous. We deliver marketers a 360 degree snapshot and comparison of North American consumer shopping habits,” adds Levy.

For more information about the Canadian version of the BNPAs, please visit www.BestNewProductAwards.biz.

About BrandSpark International

BrandSpark International is an independent forward-thinking marketing research and brand strategy firm with expertise in brand positioning, new product innovation, media optimization and consumer trends. BrandSpark represents leading North American and global brands and conducts research all over the world. www.BrandSpark.com

About *Canadian Living*

Canadian Living is Canada’s top-selling monthly newsstand magazine for women reaching an average 3.8 million readers (Fall PMB 2011) per issue and welcoming more than 1.4 million online visitors per month.