

# BEST NEW PRODUCT AWARDS FAQ



## **What products qualify?**

For the 2017 awards, new and innovative CPG products are eligible to register within the beauty, food, beverage (including alcoholic) , health, personal care, household, kids and pet categories launched between June 1, 2015 and November 1, 2016. If you are not sure if your product qualifies, please contact us.

## **Who votes?**

Thousands of real consumers from across the country participate in an online survey. These are real purchasers who have recently tried the product. The winners are determined 100% by shoppers without any jury or editorial bias.

## **How are winners determined?**

Each product receives a research based score based on the repurchase intent of those consumers who have tried the product as well as the concept appeal of your product. This ensures the winners are products that consumers feel are worth spending their money on.

## **How are the categories set?**

Each product is part of a category that consists of a minimum of 3 products from at least 2 different manufacturers. This ensures no one company can buy a win and ensures that your win will be seen as credible by consumers and the media

## **Who conducts the research?**

Brandspark International conducts the research. BrandSpark is an independent market research company that has a unique and deep understanding of the shopper and has been conducting the highly regarded annual BrandSpark Shopper Study across North America and internationally.

## How does it work?



## What's new and different about BNPA 2.0 vs past BNPA years?

- Ratings & reviews available for e-commerce syndication through Bazaarvoice or independently on online retailers (e.g. on Amazon and Walmart)
- 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 for all winners that will be content for social and digital media

## What are the costs involved?

*The entry fee is \$5,000 and includes:*

- 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) that are “ecommerce syndication ready”
- Research backed certified marketing claims

*If your product wins, the fee is \$12,500 (only paid if you win) and includes:*

- Best New Product Awards logo license
- 20-second professionally produced video spot highlighting what shoppers loved about your product and why it is a BNPA winner. This can be used on social media and other vehicles.
- Inclusion in the successful national PR outreach program and ability to take part in our successful annual Satellite Media Tour (SMT)
- Inclusion in our social and media programs promoting all winners

## Why are we different and better than other awards programs?

- 100% consumer voted, no juries or editorial bias
- Highest logo influence among ALL other award programs



- Backed by leading research company BrandSpark International
- Research based on verified real purchasers who have recently tried the product
- Ratings & reviews that can be posted directly onto e-commerce sites like Amazon and Walmart
- Proven ROI

**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%



Source: The Nielsen Company MarketTrack, National All Channels, P/E 14DEC18. Lift is aggregated over a 52-wk period.

- Content and KPIs delivered in as soon as 6 weeks of entering
- Established PR program reaching millions of consumers every year with morning show appearances reaching over 145,556,887 and satellite media tours, reaching over 10,198,817
- More cost effective compared to other award programs