

***Better Homes and Gardens* Teams up with BrandSpark International  
To Present the 3<sup>RD</sup> ANNUAL BEST NEW PRODUCT AWARDS  
Powered by BrandSpark International**

***Nationwide Consumer Program Announces Call for Entries – Results Will Reveal Top Picks,  
Key Insights and Trends Among American Shoppers***

NEW YORK, NY (June 7, 2010) — *Better Homes and Gardens* announced that it will again join forces with leading market research firm BrandSpark International to launch the 2011 *Better Homes and Gardens* Best New Product Awards and the American Shopper Study. Through an independent study of 50,000 American shoppers, the prestigious awards will be given in the food and beverage, health and beauty, and household categories.

Now in its third year in the U.S. and eighth year in Canada, the Best New Product Awards and the companion American Shopper Study provide manufacturers, marketers and consumers a barometer of what products, trends and innovations are most important to shoppers today.

*Better Homes and Gardens* magazine will once again share the results with its 40 million readers in the magazine and online at **[www.bhg.com](http://www.bhg.com)**.

The *Better Homes and Gardens* Best New Product Awards is the only consumer awards program that ensures representation from the country's top brands and products, making it truly a vote of America's best. The BrandSpark International/*Better Homes and Gardens* American Shopper Study surveys more than 50,000 shoppers, to reveal key findings in the areas of current and future spending habits, brand preferences, attitudes media habits and more.

“The 2010 study found that **7 in 10** Americans continue to like trying new products, despite challenging economic conditions. The survey also revealed that some consumer behaviors are likely to revert to the pre recession (such as going back to restaurants) however, some behaviors are more likely to remain hard wired (such as continuing to look at private label / store brand products as viable alternatives to brand name products),” says Robert Levy, President of BrandSpark International.

“With so many new products introduced every year, women are increasingly looking for trusted new product recommendations,” says *Better Homes and Gardens* VP/Group Publisher, James Carr. “The consumer voted program provides shoppers with peer-to-peer product reviews of the best new products launched and allows marketers to stay on top of what matters most to today's shoppers.”

In 2010, the Best New Product Awards represented more than 135 products from approximately 55 manufacturers including leading marketers such as Procter & Gamble, Beiersdorf, General Mills, Unilever, and SC Johnson.

“The Best New Product Awards offer the benefits of a large consumer study conducted by an independent market research firm and the endorsement by one of America's most trusted brands,

*Better Homes and Gardens*,” says Robert Levy. “In fact, a market research study conducted by IMI International and BrandSpark demonstrated that the inclusion of a Best New Product Awards logo on packaging generated a **14%** lift in purchase intent versus a product advertised as ‘new’. Also, research has demonstrated that **51%** of consumers find being “voted best by consumers” very influential in getting them to purchase a new product and the *Better Homes and Gardens* name a significant influencer.”

“The consumer is at the center of everything we do, so we're thrilled that she appreciates our new products,” says Jay Sethi, Olay Brand Manager, whose products have previously won a *Better Homes and Gardens* Best New Product Award. We believe that the rigor and depth of the Best New Product Awards study along with the *Better Homes and Gardens* name resonates with women across the country.”

### **2011 Entry Details**

Any product launched after January 1, 2009 and before June 30, 2010 is eligible for the 2011 *Better Homes and Gardens* Best New Product Awards. Early registration ends June 30 and final registration closes August 31st. For more information about the program and details on how to register, contact Maxwell Bonnie, [mbonnie@BestNewProductAwards.com](mailto:mbonnie@BestNewProductAwards.com) or visit [www.BestNewProductAwards.biz](http://www.BestNewProductAwards.biz). To see winners of the 2010 program please visit [www.BestNewProductAwards.com](http://www.BestNewProductAwards.com).

### **About BrandSpark International**

BrandSpark International is an independent market research and brand strategy firm with a strong grasp on North American consumer segmentation, innovation, new product research and consumer trends. [www.BrandSpark.com](http://www.BrandSpark.com)

### **About Better Homes and Gardens**

Better Homes and Gardens is America’s leading lifestyle magazine for women who have a passion for the home and the life they create there. With a circulation of 7.6 million and a readership of 40 million, Better Homes and Gardens delivers smart, approachable editorial on design and individual style, decorating and gardening, food and entertaining and personal and family well-being.

### **Press Contacts**

Lindsey von Busch, LvB Public Relations, (732) 284-9089  
[Lindsey575@aol.com](mailto:Lindsey575@aol.com)

Patrick Taylor, Better Homes and Gardens, (212) 551-6984  
[Patrick.Taylor@meredith.com](mailto:Patrick.Taylor@meredith.com)

### **Best New Product Awards**

Maxwell Bonnie, US Program Manager, (347) 429-1403  
[mbonnie@bestnewproductawards.com](mailto:mbonnie@bestnewproductawards.com)