

# Best New Product Awards Announce First U.S. Winners

## Survey reveals top products as chosen by nearly 50,000 shoppers and key insights into the mind of the American Grocery Shopper

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NEW YORK, Dec. 30 /PRNewswire/ -- The Best New Product Awards (BNPA), one of the largest North American consumer survey programs focused on new product development and innovation, today announced the winners of its first U.S. shopper survey. Close to 50,000 American Grocery Shoppers revealed their top picks for the best new consumer products in the food, personal care and household categories. In addition, the survey revealed views on health, the environment, packaging, organics, media influences and more.

Better Homes and Gardens, the official consumer media partner, will share the results with its more than 39 million readers in a promotion page in the May 2009 issue of the magazine and online at <http://www.bhg.com>.

Conducted in November 2008, the BNPA survey included key questions about individual product appeal, intent to repurchase, consumer confidence level, expected future spending habits, and a number of other insight provoking queries. The online survey boasts responses from 48,217 consumers, representative of the U.S. Grocery Shopper. This year, 77 products were evaluated, with 23 winners chosen from 38 leading manufacturers in categories that included cereal, juice, ice cream, anti aging skin care, oral care, mascara, shampoo and household cleaners. Each category had a minimum of 3 products from at least two different manufacturers. In order to win, the product had to score highest on product appeal and also highest on re-purchase intent among those who had purchased the product.

The Overall Best in Show this year was Olay Definity Color Recapture Moisturizer from Procter & Gamble. A complete list of winners follows.

Emerging trends include a move toward healthier and more natural food and personal care items, a heightened sensitivity to product value and quality, and an increased awareness of the manufacturers' environmental responsibility.

Now in its sixth year in Canada and its first in the U.S., the BNPA program is conducted by BrandSpark International, an independent brand strategy and market research firm (<http://www.BrandSpark.com>). The 2008 survey was executed simultaneously in Canada, allowing BrandSpark to provide comprehensive North American insights and key shopping trends. Global research services leader, SSI, provided the consumer sample.

"The Best New Product Awards are the People's Choice Awards for consumer products," says Robert Levy, President and CEO of BrandSpark International and Founder of the Best New Product Awards. "The program provides a barometer of North American consumer trends and attitudes; everything from health and wellness, to packaging concerns, the environment and social responsibility. The study has shown that endorsement by real American shoppers can influence others to purchase."

"Better Homes and Gardens is excited to be the official consumer media partner for the Best New Product Awards program in the U.S." says James Carr, Vice President, Group Publisher of Better Homes and Gardens. "We are always looking for new and innovative ways to help our readers understand their purchasing options, and help our marketing partners stay in touch with the evolving trends of American shoppers."

Supermarket News, the leading trade publication for the U.S. food retail sector, is also a media

partner. "Our readers are closely tracking consumer attitudes towards spending in this difficult economy, including attitudes towards private label, health and wellness, and sustainability," said David Orgel, Editor-in-Chief, Supermarket News. The magazine will publish results from the BNPA survey.

BrandSpark will reveal the full report in early 2009.

#### Winners: Best New Product Awards

##### Food Category Winners

Category	Product
Cereal	Kellogg's Special K Cinnamon Pecan
Juice	Simply Apple
Carbonated Beverages	A&W Float
Pasta Sauce	Prego Heart Smart
Yogurt	Dannon Light & Fit
Chips	Doritos Collisions
Soup	Progresso Light
Frozen Food	DiGiorno Ultimate Pizza
Ice Cream	Edy's Slow Churn Vanilla*
Confectionary	Hershey's Bliss

\*Best in Food Category

##### Household Products Winners

Category	Product
General Cleaning	Green Works Natural All-Purpose Cleaner*
Toilet Bowl Cleaner	Green Works Natural Toilet Bowl Cleaner
Laundry Detergent	Tide Pure Essentials Laundry Detergent
Pet Care	Arm & Hammer Essentials Clumping Cat Litter

\*Best in Household Products

##### Personal Care Winners

Category	Product
Mascara	L'Oreal Paris Bare Naturale Mineral-Enriched Mascara
Anti-Aging	Olay Definity Color Recapture Moisturizer*
Hair Color	Clairol Nice 'N Easy Perfect 10
Lip Care	Maybelline Moisture Extreme
Shampoo	Pantene Pro-V Beautiful Lengths Shampoo
Oral Care	Colgate Total Advanced Whitening Toothpaste
Toothbrush	Aquafresh Deep Action
Hair Removal	Sally Hansen Spray On - Shower Off
Body Wash	Dove Cream Oil Body Wash

\*Best in Personal Care Category and Best in Show

For more information about the Best New Product Awards program please visit

<http://www.BestNewProductAwards.com>

#### About BrandSpark International

BrandSpark International is an independent brand strategy firm with a strong grasp on North American consumer segmentation, innovation and new product research. We strive to provide strategic insights providing clients with clear direction and actionable results.

SOURCE: Best New Product Awards

Web site: <http://www.BestNewProductAwards.com/>

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