

# The Better Homes and Gardens Best New Product Awards Announces Record Entries for 2012 Program

## This Year's Winners to Be Revealed in Early 2012

NEW YORK, Oct. 6, 2011 /PRNewswire/ -- The *Better Homes and Gardens* Best New Product Awards (BNPAs), the leading consumer packaged goods award consumer-voted program in North America, today reported a record number of participant entries for the program's fourth year in the United States. More than 55 different manufacturers have signed on for the 2012 program.

Regarded as the most credible consumer-voted packaged goods awards program, the BNPAs are conducted by independent marketing research firm BrandSpark International. The awards are entirely consumer-voted and backed by *Better Homes and Gardens*, one of America's most trusted magazines. Approximately 63,000 American shoppers are surveyed to determine the new top food and beverage, health and beauty, and household products. Winning products are selected based on consumer appeal and re-purchase intent.

"Past Best New Product Awards winners are enjoying a profitable return on their investment as they incorporate their win in marketing communication, promotions, in-store, and on packaging," says Robert Levy, Founder of the Best New Product Awards and CEO of BrandSpark International. "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."

The influx of participating brands has grown the program 55% from one year ago and 74% vs. two years ago. The BNPA logo ([http://bestnewproductawards.biz/usa/logo\\_usage.html](http://bestnewproductawards.biz/usa/logo_usage.html)) continues to become a recognized symbol of excellence and a credible consumer endorsement.

"We believe that the rigor of the Best New Product Awards research coupled with the *Better Homes and Gardens* endorsement is resonating with women across the country," says Jay Sethi, Beauty & Grooming Multi-Brand Initiatives at Procter & Gamble.

With the launch of the BNPAs into Mexico, the survey boasts continent-wide data about the everyday shopping habits of more than 100,000 North American consumers. "Our study size is enormous, and allows us to deliver marketers a 360 degree snapshot and comparison of North American consumer shopping habits," adds Levy.

Last year, the BNPAs represented more than 139 products, featuring 42 categories from manufacturers including: Church & Dwight, Clorox, Con Agra, General Mills, Johnson & Johnson, Kraft, L'Oreal, Procter & Gamble, Nestle, SC Johnson, Sun Products, Unilever and many more.

Registration for this year's BNPAs has closed, and product winners will be revealed in early 2012. Entries for the 2013 program are now being accepted and voting begins in November 2012. For more information visit [www.BestNewProductAwards.biz](http://www.BestNewProductAwards.biz)

**About BrandSpark International:** BrandSpark International is an independent 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](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. For more information, visit [www.bhg.com](http://www.bhg.com).

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For further information: Christina Poletto of Better Homes and Gardens, [Christina.poletto@meredith.com](mailto:Christina.poletto@meredith.com); or Danielle Wallace of the Best New Product Awards, [DWallace@BestNewProductAwards.com](mailto:DWallace@BestNewProductAwards.com)

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