

BEST NEW PRODUCT AWARDS

2010 AWARDS CLAIM AND USAGE GUIDELINE



OVERVIEW FOR WINNERS

- Congratulations on being voted a winner by Canadian Consumers.
- Winners of a Best New Product Award have the opportunity to use the Best New Product Award logo (French, English and Bilingual) under license from BrandSpark International. The winner must always use the logo that shows the year that the product won.
- Winners are entitled to use the logo on all marketing materials, including TV, Print, Online, Out of Home, Mobile, Web sites, or other forms of advertising.
- Winners are entitled to use the logo on packaging.
- Winners are required to send copies of the use of the logo to BrandSpark International (ahead of use) to ensure that the logo is being properly applied.

THE BEST NEW PRODUCT AWARD CLAIM

When referencing the Best New Product Award win marketers are recommended to use the following claim language:

Voted Best New <Category Name> Product by Consumers*

**Winners are chosen using consumer appeal and repurchase intent measures proprietary to BrandSpark International. Winners are based on the highest numerical scores, and not necessarily on statistical significance. For more information visit www.BestNewProducts.ca*

Or a shortened version:

*Based on a national study by BrandSpark International. For more information visit www.BestNewProducts.ca

When using the Best New Product Awards logo in your marketing activities please include the following where possible:

“The Best New Product Awards logo is a trademark of BrandSpark International, used under license.”

BEST NEW PRODUCT AWARDS STANDARDS & GUIDELINES

BRAND IDENTITY

Name Usage

- Our organization identity, **Best New Product Awards**, should always be spelled out on first reference. On second reference it may be abbreviated with **BNPA**.
- BrandSpark International is the program developer and manager and owner of the trademarks and can be referred to as **BrandSpark International**.

LOGOS

You are entitled to use the following logos:

ENGLISH



~ powered by BrandSpark ~

FRENCH



~ par BrandSpark ~

BILINGUAL



Choisi par les consommateurs

BRAND IDENTITY

Do and Don'ts

Avoid using disproportionate scale. Do not construct or expand the original dimensions of the logo. Resize the graphic image by moving the lower right-hand corner of the window in which it appears. Whenever possible keep the logo upright instead of tilting. If tilted, rotate no more than 7 degrees in either direction.

*** NEVER



NEVER



SOMETIMES



*** When using the Best New Product Awards logo in your marketing activities please include the following:
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NO COMPETITIVE CLAIMS ALLOWED

- It is the Best New Product Awards policy to not permit any direct product comparisons (e.g. X product is better than Y product because of the win). This includes any competitive claims that are connected to winning this award.
- This applies for any advertisement of any nature- print, online, etc.
- We must approve every ad before it goes out.
- Our quick turnaround time will ensure you get an approval ASAP.

BNPA 2010



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