

JOIN LEADING CANADIAN CPG COMPANIES AND ENTER YOUR PRODUCTS INTO THE 2011 BEST NEW PRODUCT AWARDS PROGRAM

ELIGIBILITY: Any product launched after January 1, 2009 is eligible.
Product must show new innovation..

ALL PARTICIPATING PRODUCTS

With your entry of **\$2,400** (early bird - before June 30, 2010) or **\$3,000** (regular) per product, receive:

- ✓ **The proprietary BrandSpark Canadian Shopper Study (\$86,000 value)**
 - What types of offerings will consumers purchase during a recession and what changes can we expect after the recession?
 - What's important to the consumer when buying new products?
 - Who are the Early Adopters and how do you target them?
 - What products are considered environmentally responsible?
 - What are the US and Canadian Trends? Global principal shopper trends also included.
- ✓ **Exclusive research category deck about your new product (\$18,000 value)**
 - See how consumers view your new product and determine its scores vs. competitors
 - Gain a deep understanding of your brand's opportunity target segments
 - Receive insightful consumer verbatim comments about your new product
 - Learn about your brand's Net Promoter score (NPS)* benchmarked to other brands.
- ✓ **Invitations to the highly acclaimed Success Makers Workshop at discounted rates and invitations to the Best New Product Awards Show**

NEW & IMPROVED WINNERS PACKAGE

IMPROVED VALUE WITH OUR NEW 2011 WINNERS PACKAGE! Winners fee: **\$10,500** (winners fee is to be paid only by winning products)

In addition to the BrandSpark Canadian Shopper Study and Research Category Deck, winners package includes:

- ✓ **Guaranteed National Coverage Print and Online with Canadian Living and Coup de Pouce**
 - Each winning product will be guaranteed a 1/9 page in the Winners Advertorial in April 2011 issues of Canadian Living/Coup de Pouce (value of approximately \$8,000)
 - Full page in March 2011 issues of Canadian Living/Coup de Pouce featuring winners group product shot and promoting Best New Product Awards contest with call-out to check out the full list of winning products on both microsites to 4 million readers
 - Cover Line on April 2011 Canadian Living issue and mention in Editor-in-Chief's column of the Best New Product Awards
- NEW! - Winning products to be called out with Best New Product Awards logo when they appear in future Canadian Living/Coup de Pouce issues
- E-newsletter announcing winning products sent to Canadian Living/Coup de Pouce database
- ✓ **Best New Product Awards Logo License**
 - For use in all communication efforts (including on-pack and in advertising, etc.) as long as desired, provided year of win is included.
- ✓ **Participation in the Best New Product Awards media PR tour**
 - BNPA winners highlighted in relevant editorial throughout the year
- ✓ **National Exposure in Metro Daily News and MetroNews.ca Online**
 - Newspaper & web activity starting February, 2011

TIMING

- **Early Registration Closes:**
June 30, 2010
- **Final Commitment / Survey Closes:**
August 31, 2010
- **Research Survey in Field:**
Fall 2010

For more information about this program, please contact:

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Go to **BestNewProducts.biz** to learn more and to register.



Voted by Consumers
Choisi par les consommateurs



Join Leading CPG Companies in **Canada's Largest and Most Credible** Consumer-Voted Packaged Goods Awards Program
Voted on by over **25,000** Canadian Consumers



2010 BNPA Winners

BrandSpark
International

Marketer site: www.bestnewproducts.biz

Consumer site: www.bestnewproducts.ca



BEST NEW PRODUCT AWARDS IN THE MEDIA

In 2010 the Best New Product Awards reached over **24 million Canadians**¹

CONSUMER COVERAGE



CANADIAN LIVING



COUP DE POUCE



METRO DAILY NEWS



CANADA AM & BREAKFAST TELEVISION (NATIONALLY)

HEALTH AND BEAUTY RETAIL PARTNER



REXALL PHARMA PLUS

A pharmacy first.

TRADE



STRATEGY MAGAZINE

OVERVIEW

- The 2011 Best New Product Awards program (BNPA) is a national **consumer-voted** survey focusing on the best and most appealing new **Food, Health and Beauty** and **Household products** launched in Canada after January 1, 2009.
- For the 8th year in a row, *Canadian Living* and *Coup de Pouce* will share the results of the Best New Product Awards with its 4 million readers and website visitors.
- Over **25,000** principal shoppers are polled by **BrandSpark International** and **IMI International**, independent market research firms responsible for the rigorous proprietary research methodology.
- Winning products are evaluated on their **appeal** and **repurchase intent** by consumers who have actually **tried the product**.

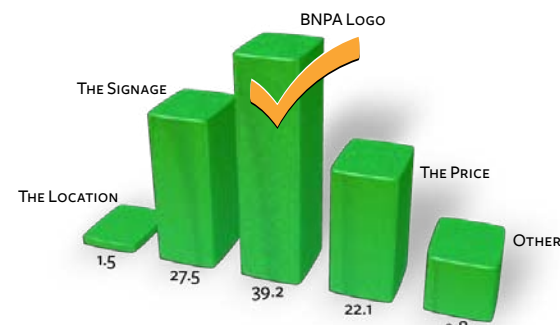
BENEFITS OF PARTICIPATION

- ✓ Increase sales with a recognized, credible endorsement with proven Canadian results
- ✓ Drive trial and awareness with the national PR/media program
- ✓ Receive actionable Canadian trended research and detailed insights about your product and category
- ✓ Leverage your win in consumer, sales and trade communications

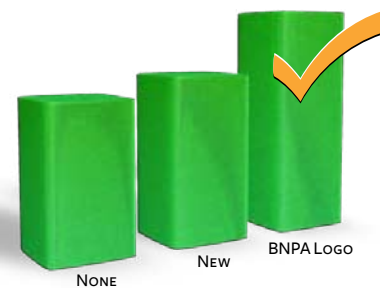
THE BNPA DRIVES ROI!

- ✓ Visit our website at bestnewproducts.biz to find out how.

BNPA LOGO KEY DRIVER THAT POSITIVELY INFLUENCED 39% OF CONSUMERS²



BNPA LOGO ON PACKAGE IMPROVES INFLUENCE BY 38% VS. NEW³



1. Based on audited MRP data for circulation and reach
 2. Proforma Survey 2006, independent study. BNP Logo Added to Dr. Oetker Pizza
 3. IMI International & BrandSpark Awards Logo Test April 2009

LEVERAGING YOUR BEST NEW PRODUCT AWARD WIN

Communicate BNPA win across your packaging, ad creative, product site and other relevant media.

P&G remains committed to delighting our consumers with innovation. The Best New Product Awards is terrific because of the external credibility the awards provide, as well as the learning we obtain through BrandSpark's in-depth research.

- Gord Meyer, Business Unit Director, P&G Canada

Ocean Spray is delighted to be part of the Best New Product Awards program. We have been involved for years now and we are always impressed by the quality and innovation that BrandSpark and its high quality media partners has brought to this unique and credible awards program.

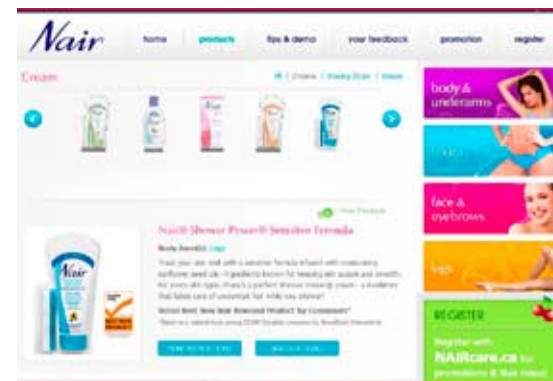
- Rose Luciano, Ocean Spray



GLAD GREENWORKS TRADE AD CANADA



HIGH LINER PAN-SEAR SELECTS CANADA



NAIR ONLINE CANADA



ASTRO BIOBEST CANADA



OLAY PRINT CANADA



OLAY PRINT AD/ADVERTORIAL IN BHG (JUNE 09) USA

Olay Definity has leveraged its U.S. BNPA win with a major multimedia campaign across the U.S.



SUNLIGHT PRINT CANADA



GILLETTE FUSION POWER P&G BRANDSAVER CANADA



OLAY TV COMMERCIAL USA

To view ad please visit www.BestNewProductAwards.biz

*Olay collateral features 2009 BNPA logo