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The Best New Product Awards goes International with a New Global Shopper Survey Incorporating Consumers from Australasia and Europe with Canada and the U.S.

Toronto (August 24, 2009) — BrandSpark International and IMI International want to know what's on the minds of everyday shoppers around the world. The organizations are collaborating to provide a comprehensive new Global Shopper Survey that will include consumer input from three continents: Australasia, Europe and North America. This global survey will enhance the companies' successful North American Shopper Survey and will augment BrandSpark's proprietary Early Adopter Segmentation research. Finally, the results will enhance the insights provided to participants in the Best New Product Awards, the annual consumer awards program the company conducts in Canada the United States.

"Many of our clients operate globally and this expanded study will increase the depth of insight we can offer from additional markets," says Robert Levy, President of BrandSpark International. Results from the 2009 American and Canadian Principal Shopper Studies uncovered some interesting differences between consumers on both sides of the border, especially in the areas of health, the environment, and brand name products versus private label products. "Canadians are more concerned with the environment while Americans value convenience and simplification more." One of the biggest differences noted between Canada and the U.S. is the fact that Americans are far more likely to talk about new products than Canadians. "This insight lets marketers know that although Canada and the U.S. are culturally similar, the strategy for a successful word of mouth campaign in the U.S. might need to be adjusted for the Canadian market," adds Levy.

Consumer Packaged Goods (CPG) companies are keen to learn from this expanded survey. "The Global Shopper Study will be another great reason why the Best New Product Awards provides value," says Silvio Annosantini, Director of Juices and Juice Drinks, Coca Cola Ltd.

"IMI has been conducting global studies for over 15 years, and we look forward to combining our global research capabilities and leading research practices with the innovation and deep category knowledge of BrandSpark," says Don Mayo, Managing Director of IMI International.

Known as “The Peoples’ Choice Awards” for consumer products, the Best New Product Awards are North America’s preeminent gauge of habits, trends and key insights into the minds of consumers. “Winning a Best New Product Award means that thousands of consumers have purchased, sampled and endorsed the product as the best in its category,” says Robert Levy, Founder of the Best New Product Awards. “Because the award is 100% consumer-voted and not juried by a panel, when consumers see the Best New Product Award logo on packaging or in advertising it’s like receiving a direct endorsement from thousands of everyday shoppers.” In fact, the most trusted consumer magazines in Canada and the U.S. have both attached their names to the award – *Canadian Living* and *Better Homes and Gardens* respectively.

“P&G remains committed to delighting our consumers with innovation,” says Gord Meyer, Household Needs Business Unit Director, P&G Canada. “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.”



The Best New Product Award logo has been a recognized symbol of excellence on grocery shelves for the past seven years in Canada and is now in its second year in the United States. “In the U.S., actual purchase intent increases by 14% with inclusion of the Best New Product Awards logo versus a product advertised as new,” adds Levy. In Canada, a market research study conducted by IMI International and BrandSpark demonstrated that the inclusion of a Best New Product Awards logo generates an incremental 38% lift in ‘influence of

packaging on purchase intent’ compared with a package that advertised ‘new.’ The study also revealed that when given the choice of six comparable awards logos in a grocery setting, the Best New Product Awards logo had the *highest* influence on ‘purchase intent’ in both Canada and the U.S.

Additional independent research has shown that when the Best New Product Award logo was included on packaging in Canada, it positively influenced 39% of consumers. Best New Product Award winners have also been shown to be 33% more likely to outlast their competitors in grocery stores based on Nielsen Canada data.

CPG companies across North America are embracing the Best New Product Awards and incorporating the logo on their packaging and in their advertising campaigns. Olay Definity Colour Recapture Moisturizer incorporated their win in a national, multi-media advertising campaign in the U.S. that included television, the back cover of the August 2009 issue of *O, The Oprah Magazine* as well as *Good Housekeeping* and *Better Homes & Gardens*. Arm & Hammer leveraged their win to help drive sales with a national television advertising campaign in Canada for their Odour Alert Clumping Cat Litter. Many other brands have incorporated the Best New Product Award logo on their packaging and/or in their Canadian advertising such as Hershey, Ocean Spray Craisins, Astro’s Bio Best Vitalite, Glad, Green Works and Knorr.

The Best New Product Award logo has been seen by millions of consumers throughout North America. The 2009 Best New Product Award winners were featured on *Canada AM* and *Breakfast Television* across Canada. In the U.S., the winners were featured on the Emmy award-winning talk show *Rachel Ray* and *Better TV* a popular syndicated morning show in the U.S. In Canada, 2010 is promising to be an even bigger year as the *leading* CPG companies have already committed to the Best New Product Awards including: Procter & Gamble, Unilever, Coca Cola, Pepsi, Colgate Palmolive, SC Johnson, Reckitt Benckiser, Nestle, Revlon, Cadbury Adams, Conagra, Clorox, Dr. Oetker, Church & Dwight, Parmalat and many more.

For more information about the Best New Product Awards, please visit www.BestNewProducts.biz for Canada and www.BestNewProductAwards.biz for the U.S.

About BrandSpark International

BrandSpark is an international 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.

About IMI International

Founded in 1971, IMI is an international research and consulting firm with offices in Phoenix, U.S.; Melbourne, Australia; and London, U.K. IMI International has been working with the Best New Product Awards since its inception. IMI is responsible for the independent calculation of the winning products within the Best New Product Awards. www.consultIMI.com.

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