

Better Homes and Gardens Brings Best New Product Awards to U.S.

Magazine Signs on as Media Partner of Packaged Goods Awards

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NEW YORK, June 4 /PRNewswire/ -- Better Homes and Gardens, America's largest enthusiast magazine, announced today it will join forces with Canada's most respected consumer awards program to debut the Best New Product Awards in the United States.

The BNPAs will be one of the largest consumer surveys focused on new product development and innovation in the United States. As the official consumer media partner, Better Homes and Gardens will share the results with its more than 39 million readers and millions of Web site visitors.

The Best New Product Awards are the People's Choice Awards for consumer products, with more than 100,000 engaged customers choosing the winners. Respondents will vote on the appeal of the products and their intent to purchase them again in the fall of 2008, and the 2009 Best New U.S. Products will be announced in early 2009. BrandSpark International, an independent brand strategy and market research firm, is responsible for developing and managing the BNPAs, which has been in existence for five years in Canada. U.S. companies wanting to submit products for consideration may do so by visiting <http://www.bestnewproductawards.com/>.

"Our research shows that consumers are overwhelmed with the number of new products launched every year. Winning a Best New Product Award is like having thousands of friends recommend a new product," says Robert Levy, president of BrandSpark.

An independent research study conducted by IMI International found that eight out of 10 Americans would be interested in trying a product that had been voted a Best New Product by thousands of consumers.

Products entered by manufacturers are placed in 3 main categories: food, personal care and household care. The 2008 Best New Products from Canada include: Gillette Venus Breeze, Crest Pro-Health toothpaste, Ziploc Brand Zip 'n Steam Bags, Febreze Noticeables, Lipton White Iced Tea, Quaker Crispy Delights and Ocean Spray Juice Blends.

"The Best New Product Awards are relevant to P&G because they allow us to showcase our innovation with real consumer insights and strong media partnerships. BrandSpark has developed an effective marketing and PR program in Canada which will surely be successful in the U.S.," said Gord Myer, business unit director, Procter & Gamble Household Care Business Unit. In the 2008 Canadian Awards, P&G brands Gillette, Crest and Febreze were honored for new products.

In addition to publicizing the winners in the magazine and on BHG.com, Better Homes and Gardens will create a unique microsite for the BNPAs that will allow consumers to provide feedback and input about the winning products, adding to the validity of the BNPAs. This interactivity will also allow marketers the option of tapping into the large pool of Americans interested in trying new products.

"The Best New Product Awards are a unique opportunity to share the most up-to-date peer product reviews with our readers and Web site users," said Alain Begun, associate publisher, marketing and brand development, Better Homes and Gardens. "The Awards also provide a unique opportunity to help marketers understand why their products won and, more important, why their products are appealing to consumers."

In addition to Better Homes and Gardens, the Product Development and Management Association has signed on as a lead sponsor of the BNPAs. The PDMA is non-profit association focused on

innovation and new product development.

Methodology

The BNPA's will be based on independent online survey responses from 100,000 American consumers. The sample will be representative of the U.S. population with 20,000 per region: Northeast, Northwest, Southeast, Central, and Southwest/Pacific. The data will be weighted using the MRI principal grocer definitions. This survey will join the Canadian annual survey and afford marketers a true North American perspective.

A research consortium comprising three independent market research companies will collaborate on the study in addition to the expertise of the Better Homes and Gardens research team. The winners will be determined by a proven market-based formula comprising product appeal and repurchase intent, one of the most important brand metrics. The survey will also include key questions about packaging; current attitudes towards food, health and nutrition; and media usage and influence. A unique segmentation focused on the Early Adopters will also be developed.

To submit products for consideration, companies can visit <http://www.bestnewproductawards.com/> or by contact Ryan Cull at RCull@BestNewProductAwards.com or 416-644-7961.

About BrandSpark International

BrandSpark International is an independent brand strategy firm with a strong grasp on consumer segmentation, innovation and new product research. We strive to provide strategic insights providing clients with clear direction and actionable results. Our commitment to gaining a deeper understanding of the factors influencing consumer purchase behavior is demonstrated through the projects we manage. The Best New Product Awards and the BestNewProducts.ca consumer generated web portal are real life illustrations of these key philosophies. In addition, they both serve to express BrandSpark's innovative personality.

About Better Homes and Gardens

Better Homes and Gardens is America's largest enthusiast magazine, fuelling and satisfying readers' desire for improving their home and their lives. With a circulation of 7.6 million and a readership of nearly 40 million, Better Homes and Gardens is a vibrant down-to-earth guide for the woman who is passionate about her home and garden and all they encompass.

SOURCE: Better Homes and Gardens

CONTACT: Lisa Bagley, +1-212-551-7189, lisa.bagley@meredith.com, for Better Homes and Gardens; or Robert Levy of BrandSpark, +1-416-644-7971, rlevy@brandspark.ca

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