

Better Homes and Gardens Magazine and BrandSpark International Team Up Again for 4th Annual Best New Product Awards

Nationwide Consumer Packaged Goods Program Announces Call for Entries - Results Will Reveal Top Picks, Key Insights and Trends among American Shoppers

NEW YORK, June 7, 2011 [PRNewswire/](#) -- *Better Homes and Gardens* magazine, the largest consumer magazine in the country, today announced that it will again join forces with leading independent market research firm BrandSpark International for the fourth annual *Better Homes and Gardens* Best New Product Awards and American Shopper Study. The results are tabulated from an independent survey of more than 60,000 American shoppers, making it the largest and most credible consumer products awards program in the U.S. This year, Best New Product Awards will be given out to winning products in over 40 categories in the areas of food and beverage, health and beauty, and household. *Better Homes and Gardens* will also share the results with its 40 million readers and online fans.

Now in its fourth year in the U.S. and ninth year in Canada, the Best New Product Awards provides manufacturers and consumers a barometer of what products, trends and innovations are most important to shoppers. This is the only consumer awards program that ensures representation from the country's top brands and products and is 100% consumer voted, making it truly a vote of America's best. Last year, the Best New Product Awards represented more than 139 products from 55 manufacturers including leading brands like General Mills, L'Oreal, Procter & Gamble, SC Johnson, and Unilever.

"Past category winners in our Best New Product Awards enjoy a profitable return on their investment as they incorporate their win in marketing communications, in-store displays and packaging," said Robert Levy, CEO of BrandSpark International. "In fact, research shows that including the logo on packaging influences four in ten shoppers and at retail it can drive an 18% sales increase," says Levy.

"With so many new products introduced every year, women are increasingly looking for new product recommendations that are trusted by fellow consumers," says James Carr, SVP/Group Publisher, *Better Homes and Gardens*. "Our consumer voted program provides shoppers with peer-to-peer product reviews of the best new products launched and allows marketers to stay on top of what matters most to today's shoppers."

Entry Details

New products launched after January 1, 2010 and before June 30, 2011 are eligible for the *Better Homes and Gardens* Best New Product Awards. Early registration ends June 30 and final registration closes August 31st. For more information, contact Danielle Wallace at DWallace@BestNewProductAwards.com and visit www.BestNewProductAwards.biz

About BrandSpark International

BrandSpark International is an independent market research and brand strategy firm with expertise in consumer segmentation, innovation, new product research and consumer trends. BrandSpark represents leading North American and global brands and conducts research all over the world. 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.

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