



The Best New Product Awards extends its North American leadership as it expands to Mexico

The first ever BrandSpark Mexican Shopper Study will deliver unique insight into the minds of thousands of Mexican consumers

Mexico City, MEXICO (May 19, 2011) – The Best New Product Awards completes its coverage of North America as it expands to include Mexico. Independent research firm BrandSpark International, which manages both the Best New Product Awards (BNPAs) and the companion BrandSpark Mexican Shopper Study, has entered into a joint venture with *Publimetro* to bring the BNPAs to Mexico. *Publimetro* is Mexico's largest free daily newspaper and part of the Metro International group of newspapers which is published in over 25 countries around the world.

"The Best New Product Awards are like *'The Peoples' Choice Awards'* for consumer products," says Robert Levy, Founder of the BNPAs and CEO of BrandSpark International. The BNPAs are regarded as the most credible consumer-voted packaged goods awards program in the U.S. and Canada. The program has enjoyed tremendous success in Canada for nine years and 2012 marks its fourth year in the U.S.

At an event in Mexico City celebrating *Publimetro's* fifth anniversary, CEO Jennifer Utterback announced the launch of the BNPAs in partnership with BrandSpark before a group of leading members of Mexico's marketing and media communities. "*Publimetro* is excited and honored to partner with BrandSpark and the prestigious Best New Product Awards," she added. In addition to Levy and dignitaries in attendance, the Canadian Ambassador to Mexico, Ambassador Guillermo E. Rishchynski, was on-hand to help commemorate the occasion.

Thousands of consumers surveyed in the first ever BrandSpark Mexican Shopper Study

The Mexican Shopper Study will survey Mexican shoppers about their shopping habits; including:

- what's most important to them when they purchase Beauty, Health, Food and Household Products
- what brands they trust and why?
- where they shop; e.g. grocery store, drug store, big box? and why?
- and most importantly, why they buy certain products over others?
- and more...

In addition, BrandSpark uses the survey results to compile the winners of their annual Best New Product Awards program. Products entered into the BNPAs must have been launched in the marketplace during the previous calendar year. "Winning products are evaluated on their appeal and repurchase intent by real consumers," adds Levy.

North America's most credible consumer packaged goods awards program

The BNPA logo continues to become a recognized symbol of excellence and an endorsement by tens of thousands of consumers. Marketers are leveraging this fact. "The Best New Product Awards are relevant to P&G Canada because they allow us to showcase our innovation with real consumer insights and strong media partnerships," says Gord Meyer, Procter & Gamble. "Plus, BrandSpark has developed an effective marketing and public relations program in Canada."

Rolando Ortiz of P&G Mexico says: "We see the value in your program both for raising awareness of the best new products in the eyes of the Mexican consumer as well as being able to better understand the needs of the consumer by accessing the in-depth research that BrandSpark will be conducting in Mexico as part of the program."

"Past BNPA winners are enjoying a profitable return on their investment as they incorporate their win in marketing communication outreach, promotional efforts, in-store displays and incorporating the BNPA logo on their packaging," says Levy. "In fact, in a grocery setting among six comparable consumer awards program logos, the BNPA logo was most influential. Research has shown that inclusion of the logo on packaging can influence four in ten shoppers and at retail can drive an 18% sales increase."

With the addition of Mexico, BrandSpark's North American Shopper Survey will boast continent-wide data about the everyday shopping habits of more than 100,000 North American consumers. "Our sample size will be enormous," adds Levy, "we survey over 36,000 Canadians, 63,000 Americans and this year we are adding thousands of Mexican shoppers to deliver marketers a 360 degree snap shot and comparison of North American consumer shopping habits."

2012 BNPA entry details

Any product launched between January 1, 2010 and June 30, 2011 is eligible for the 2012 Best New Product Awards; early registration with special discounts ends June 30, 2011 and final registration closes August 31, 2011. For more information about the program and details on how to register, 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

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