



2015 Best New Product Award Winners

Toronto, ON (January 13, 2015) – Results of the twelfth annual BrandSpark Canadian Shopper Study are now available. This study is THE comprehensive source of insights about Canadian shopping habits for everyday consumer packaged goods (CPGs). More than 65,000 Canadians participated in the 2015 study and the results are used to determine the winners of the 100% consumer-voted Best New Product Awards (BNPAs).

“BrandSpark’s research not only delivers insights about Canadian shopping habits, but our historical data allows us to forecast consumer trends. This is why Canadian companies value BrandSpark’s expertise as a leader in uncovering consumer trends and helping them use this information to deliver increased sales. We *KNOW* what Canadians look for in their everyday products,” said Robert Levy, President of BrandSpark International and Founder of the BNPAs.

2015 Best New Product Award Winners: Health & Beauty Categories

Category	Winning Product
Adult Powered Teeth Cleaning (over \$40)	Oral-B Precision Black 7000
Adult Toothbrush (under \$10)	Colgate Slim Soft Toothbrush
Anti-Aging Facial Care	Olay Luminous Tone Perfecting Cream
BB/CC Cream	Rimmel BB Cream
Body Moisturizer	Vaseline Intensive Care Dry Skin Repair
Body Wash	Olay Sensitive Body Wash
Concealer	CoverGirl + Olay The Depuffer Concealer
Condom	Trojan Naked Sensations Ultimate Collection Condoms 24ct
Facial Cleanser	St. Ives Even & Bright Pink Lemon and Mandarin Orange Scrub
Facial Cleansing Wipes	Neutrogena Oil-Free Pink Grapefruit Cleansing Wipes
Feminine Care	Poise Microliners
Foundation	CoverGirl + Olay Face Lift Effect Foundation
Hair Colour	Clairol Nice 'n Easy AgeDefy Hair Colour
Hair Oils and Serums	Pantene Overnight Miracle Repair Serum
Hair Removal	Veet Natural Inspirations Collection
Lip Cosmetics	Revlon ColorBurst Matte Balm
Mascara	CoverGirl by Lashblast Bombshell Curvaceous Mascara
Men’s Antiperspirant/Deodorant	Old Spice Swagger Deodorant
Men's Razor	Gillette Fusion ProGlide with FlexBall Technology
Mouthwash	Colgate Total Mouthwash
Nail Polish	Sally Hansen Miracle Gel
Personal Lubricant	Trojan Arouses & Releases Personal Lubricant 88ml
Shampoo & Conditioner	Pantene Pro-V Damage Detox Collection Shampoo & Conditioner
Sleep Aid	Jamieson Melatonin 10mg Timed Release Dual Action
Sore Throat Remedy	Buckley's Lozenges
Toothpaste	Crest Sensi-Relief Whitening Plus Scope Minty Fresh
Topical Analgesics	RUB A535 Extra Strength Heating Cream
Vibrating Massager	Trojan Multi-Thrill Intimate Massager
Vitamin	Adult Essentials Gummies Men's & Women's Multi-Vitamin
Women’s Antiperspirant/Deodorant	Lady Speed Stick Nutra-skin Antiperspirant Stick
Women's Razor	Gillette Venus Embrace Sensitive

2015 Best New Product Award Winners: Food & Beverage Categories

Category	Winning Product
Alcoholic Cider	Somersby Blackberry Cider
Baking Ingredient	Crisco One Cup Stick All-Vegetable Shortening
Baking Mix	Robin Hood Quick Bread Mix
Beer	Mad Jack Premium Apple Lager
Bread	Dempster's 100% Whole Grains Supergrains Bread (Bon Matin in Quebec)
Breakfast/Morning Food	Shreddies Morning Break
Candy	Twizzlers Extra Soft Bites
Cheese	Kraft Shredded Cheese with a Touch of Philadelphia
Chocolate Bar	AERO Strawberry and Caramel Big Bubble Bars
Chocolate Snack	M&M's Bottles
Coffee	McCafe Coffee
Cookie	Dare Cookie Chips
Dip	Sabra Classic Guacamole
Dessert	Danette
Energy Bar	CLIF Energy Bar (Coconut Chocolate Chip and White Chocolate Macadamia)
Prepared Entrée	Healthy Choice Gourmet Grilled Chicken Pesto
Mixed Alcoholic Beverage	Breezer Freeze
Fresh Packaged Chicken	Maple Lodge Farms Fresh From The Farm Boneless Skinless Chicken Breast
Frozen Fish	BlueWater Roasted Garlic & Tuscan Herb Sole
Frozen Packaged Chicken	Janes Ultimates Battered Chicken Breast Fillets
Frozen Pizza	Casa di Mama Inferno Pizza
Frozen Treat	Klondike Kandy Bars Caramel & Peanuts
Gluten Free Pasta	Catelli Gluten Free Pasta
Gum	5 Gum Ascent Wintermint
Juice	Simply Limeade
Liquid Drink Mix	KOOL-AID Liquid Drink Mix
Ready to Eat Packaged Meat	Piller's Simply Free Kolbassa Sausage Meat Snacks
Rice	Uncle Ben's Bistro Express
Savoury Snack	Stacy's Pretzel Thins
Seasoning	Maggi So Juicy
Cereal Bar or Granola Bar	Nature Valley Lunch Box Granola Bars
Sports Nutrition	Vega Protein and Greens
Spread	Gay Lea Cinnamon and Brown Sugar Spreadables Butter
Sugar/Sweetener	Sugar in the Raw
Yogurt	Activia Greek Yogurt

2015 Best New Product Award Winners: Kids Categories

Category	Winning Product
Baby Wipe	Pampers Sensitive Wipes
Children's Health	Children's Benadryl-D Allergy & Sinus
Children's Oral Care	GUM Crayola Toothpaste Squeeze a Color Toothpaste
Diaper	Pampers Swaddlers

2015 Best New Product Award Winners: Household Care Categories

Category	Winning Product
Air Freshener	Febreze First Defense
Bathroom Tissue	Charmin Bathroom Tissue Ultra Soft 4 Double Rolls
Cat Litter	Arm & Hammer Clump & Seal Cat Litter
Cleaning Tool	Rubbermaid Reveal Power Scrubber
Dishwasher Cleaning	Cascade Platinum Clean Packs
Dog Food & Treat	Pedigree Marrobone Vitamin Enriched Treats Bacon & Cheese
Fabric Care	OxiClean White Revive Stain Remover & Booster
Food Storage	Glad Stand up Bags
Hand Soap	Softsoap Décor Collection Hand Soap
Laundry Detergent Pods	Gain Flings
Liquid Laundry Detergent	Tide Simply Clean and Fresh Laundry Detergent

About the 2015 BrandSpark Canadian Shopper Study

The 2015 BrandSpark Canadian Shopper Study is representative of the Canadian household shopper, conforming to the PMB national profile. Companion studies are conducted in the United States, China, and Europe.

About BrandSpark International

We work with brands that are searching for breakthrough insights, not just data. We reveal insights that inspire meaningful innovation and help ignite brands. We believe that great research gets to the heart of *HOW* consumers think, *WHY* they act the way they do, and *WHAT* our clients need to do about it. BrandSpark has developed the leading consumer-voted awards programs Best New Product Awards (www.BestNewProducts.ca) and BrandSpark Most Trusted Awards (www.BrandSparkMostTrusted.com) helping Canadians make smarter choices everyday.

For more information, visit www.BrandSpark.com.

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Artwork is available for download at www.JeffersonDarrell.com.

For interview requests, to receive additional information about the 2015 Best New Product Award winners, Canadian consumer trends or for more information about the BrandSpark Canadian Shopper Study, please contact:

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