



What are the Best New Product Awards?

Last Thursday, the 2009 Best New Product Awards were announced to a waiting audience. If you haven't heard of them, perhaps you should.

"It's based on a random survey involving over 25,000 Canadian consumers," explains Robert Levy, President of BrandSpark (the company behind the Best New Product Awards), "so it really is a window on the Canadian principal grocery shopper; it's national, and it's both English and French."

The criteria of any winner of a Best New Product Award, says Robert, is based on two equal factors: "If you don't find the product appealing – either the packaging or the name or what it is – you're not going to buy it. And if you aren't satisfied in a way that it

met your needs and met your expectations and that you're prepared to purchase it again... we developed this methodology with marketers to make it as close as possible to a real life situation – so it's as close as it can be to the recommendation of a friend."

In the food category, the emphasis was on convenience and nutrition – with a side of sweet-toothed indulgence, of course. For personal care, the majority tended to lean towards branding that smacked of guilty pleasures and lasting satisfaction. In household products, environmental concerns were prevalent. Throughout the categories, ultimately, consumers made it clear that they are looking to get more bang for their buck through more concentration

and power with less packaging, and this was reflected in this year's Awards.

"Metro is delighted to be a sponsor of the Best New Product Awards this year," enthuses Bill McDonald, Metro's English Canada Group Publisher. "Very much like the innovation Metro offers to readers and advertisers alike, these awards celebrate innovative new consumer packaged goods products as chosen by consumers. At Metro we take great lengths to listen to our readers through programs like the Metro Life Panel, letters to the editor, etc. Our participation in the Best New Product Awards is an extension of that commitment to listen."

By Lori Dance

2009 Best New Product Award Winners

- ✓ Air Wick Odour Stop Aerosols
- ✓ Arm & Hammer® Odour Alert Clumping Cat Litter
- ✓ Astro BioBest Smoothie
- ✓ Astro BioBest Vitalite Yogurt
- ✓ Becel Buttery Taste Margarine
- ✓ Blistex Deep Renewal Anti-aging Lip Treatment
- ✓ Casa Di Mama Pizza
- ✓ Cover Girl LashBlast Mascara
- ✓ Cover Girl TruBlend Boutique
- ✓ Craisins® Sweetened Dried Cranberries 100 Calorie Pack
- ✓ Crest Pro-Health Rinse
- ✓ Dove Antiperspirant
- ✓ Dove Body Wash
- ✓ Duracell Rechargeable Batteries
- ✓ Garden of Eatin® Multigrain tortilla chips.
- ✓ Gillette Fusion Power Phenom
- ✓ Gillette Venus Embrace
- ✓ Glad 100% Compostable/Biodegradable Kitchen Bags
- ✓ Green Works Natural Cleaners
- ✓ Grissol Crispy Baguettes Rosemary & Olive Oil Flavour
- ✓ Herbal Essences Long Term Relationship Leave In Split End protector
- ✓ Herbal Essences Long Term Relationship Shampoo
- ✓ Hershey Bliss
- ✓ Knorr Bouillon cubes with Extra Virgin Olive Oil & Sea Salt
- ✓ Knorr Colourful Soups
- ✓ Knorr Sides Plus Veggies
- ✓ Kraft Extra Virgin Olive Oil Signature Dressing
- ✓ Lipton Pyramid Teas
- ✓ Maple Leaf Simply Savour™ Grilled Chicken Breast Strips Value Pack
- ✓ Pulsar Pro-Health Manual Toothbrush
- ✓ Skintastic® OFF!® FamilyCare Insect Repellent Towelettes
- ✓ Sun Rype 100% Juice
- ✓ Tide 2x Liquid
- ✓ Vaseline Cocoa Butter Body Lotion



✓ **LOOK INSIDE** TO VIEW SOME OF THE WINNING PRODUCTS AND FOR YOUR CHANCE TO WIN A GIFT BASKET!