

# WIN PRODUCT OF THE YEAR



**Consumers Vote. Sales Increase.**

In partnership with



AdweekMedia



PAL LEMPERT  
SUPERMARKET  
GURU

**VOTED<sup>®</sup>**  
**PRODUCT**  
**OF**  
**THE YEAR**

Consumer Survey of  
Product Innovation

**WHAT DO THE MOST  
INNOVATIVE NEW PRODUCTS  
HAVE IN COMMON?**

THE SEAL OF APPROVAL FROM

**60,000**  
**CONSUMERS**



# PRODUCT OF THE YEAR IS...



The longest standing and largest award for product innovation (25 years in 28 countries!)



Voted on by 60,000 consumers, independent of any publication or corporation



A proven way to increase sales. Winners experience an average 10-15% YOY sales increase



A way to stand out. Using the POY logo is 25% more effective than the word "New"



A sure bet, every POY winner has recouped their investment

# 60%

Trusted by consumers. 60% of consumers said they would buy a product that was endorsed by 60,000 consumers

## 25 YEARS OF AWARDING THE BEST IN INNOVATION

# “IT’S A WIN ALL AROUND FOR US AND OUR CUSTOMERS.”

**Neil Shah**

Brand Manager, SC Johnson Aircare



A FAMILY COMPANY

“The Product of the Year award has helped us tremendously in getting attention from the beauty industry media. It not only got us on their radar but led to great PR coverage we were unable to get before as a small brand.”

**Natalie Banks**

Director, Wella Marketing



“By giving shoppers the confidence to try a product for the first time, the Product of the Year stamp makes their life easier and helps both brands and retailers.”

**Colin Watts**

Chief Innovation Officer, Walgreens



“Being a Product of the Year winner in our category is very important because it helps the shopper make a quick decision.”

**Mike SanClemente**

Associate Brand Manager, Cesar & Pedigree, MARS Petcare



# A WINNING FORMULA!

## A POWERFUL SALES AND MARKETING TOOL

Previous winning products have seen typical sales increases of 10-15%, with some products enjoying even greater success.

## 90% OF WINNING BRANDS ENTER AGAIN NEXT YEAR

135% YOY sales increase reported by Pantene Pro-V\*

120% YOY sales increase reported by Herbal Essences

106% sales increase reported by Calgon

90% of winning brands enter again the next year

\*P&G Sales Brochure 2009



People are 36% more likely to believe an ad featuring the POY logo.



Shoppers are 25% more likely to buy a product displaying the POY logo vs. the word "New!"



## PRODUCT OF THE YEAR DELIVERS A PROVEN ROI FOR WINNERS.

Since the award's inception, there's not been a single winner whose investment didn't pay off!



# POY WINNERS MAKE THE MOST OF THEIR WIN

Product of the Year winners leverage the consumer-voted seal at every level of consumer and trade interaction. See it on product packaging, point-of-sale, consumer advertising (TV and print), direct mail, on-line, integrated campaigns, and investor relations and trade communications.





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Mouths across America have spoken, and M&M'S® Pretzel has been voted Product of the Year\* in the candy and snacks category. Salty. Sweet. And undeniably delicious.

\* Survey of 60,493 people by TNS

# BE IN IT TO WIN IT!

## PRODUCT OF THE YEAR FOLLOWS THREE EASY STEPS

### 1 PRODUCTS ENTER

Entry is open to products launched between January 2010 and August 2011 that demonstrate an element of innovation such as ingredients, form, function, design etc.

### 2 PRESS PREVIEW

Once the entries are in, industry professionals and key media have a chance to preview the year's entries and finalists go on to consumer voting.

### 3 CONSUMERS VOTE

In the nation's largest consumer survey on innovation, 60,000 shoppers decide which products are the best in each category.



## THE VALUE

### Free to all Finalists:

Research Study report from TNS, a \$80,000 value with both category and shopper insights

### Free to all Winners:

- Unlimited use of POY Logo for 1 year
- PR exposure worth over \$2 Million and inclusion in our Nationwide SMT
- Increased sales, distribution and facings!
- Cumulative power of all winner advertising

## THE INVESTMENT

Entry: Free

Finalist fee: \$17,000

Winner fee: \$53,000

## AWARDS NIGHT

The entire winning product team are invited as our guests to the Awards Ceremony in New York to be recognized for their achievement and celebrate as a team. In addition to the winners, over 50 members of the press attend the event, including Bloomberg BusinessWeek, Forbes, The New York Times, Fast Company, Supermarket News and more!



ENTER 2012 COMPETITION ONLINE TODAY AT

[WWW.PRODUCTOFTHEYEARUSA.COM](http://WWW.PRODUCTOFTHEYEARUSA.COM)

Multiple entries from the same company and brand are encouraged! ENTRY DEADLINE: AUGUST 31

For more information, contact us at 212-213-0600

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