

Better Homes and Gardens Best New Product Awards Announces Call for Entries for 2014 Competition

Largest Consumer-Voted Awards Program in the U.S. Seeks New Products in Beauty, Food & Beverage, Health & Personal Care and Household Categories

NEW YORK, May 30, 2013 [/PRNewswire/](#) -- The *Better Homes and Gardens* Best New Product Awards (BNPA) today announced a call for entries for its 2014 competition.

The *Better Homes and Gardens* Best New Product Awards is the leading consumer-voted CPG awards program in North America, honoring new consumer products in the categories of Beauty, Food & Beverage, Health & Personal Care and Household.

For the highly successful 2013 program, 62 winning products were chosen by more than 77,500 consumers who participated in the American Shopper Study, an extensive nationwide survey conducted by independent marketing research firm BrandSpark International in partnership with *Better Homes and Gardens*.

Winning brands are offered the opportunity to leverage the BNPA logo, enjoy broadband advertorial and editorial exposure supported by *Better Homes and Gardens*, and receive invaluable product and consumer research.

"We believe the rigor of the Best New Product Awards research, coupled with the *Better Homes and Gardens* endorsement, is resonating with women across the country," said Jay Sethi, Marketing, COVERGIRL.

Launched in 2003, the BNPA is North America's pre-eminent gauge of habits, trends and key insights into the minds of consumers and has grown to become the most credible consumer packaged goods awards program in North America. 2013 marked its 10 year anniversary in Canada and five year anniversary in the United States. The American Shopper Study has the largest sample size of any new product awards program, engaging more than 77,500 consumers in the U.S. and 270,000 globally with recent expansion into Mexico, Turkey and China.

"With thousands of new products introduced each year, it can be challenging for shoppers to choose the best options," said Robert Levy, President and CEO of BrandSpark International and Founder of the BNPA. "This was a key factor in our decision to expand the Best New Product Awards to survey more than a quarter million consumers globally. The program helps shoppers buy better, knowing the winning products are voted by consumers and endorsed by one of the most trusted brands in America, *Better Homes and Gardens*."

Eligible products for the 2014 program must have launched nationally between January 1, 2012 and June 30, 2013. The final deadline to enter products is August 16, 2013. There is a nominal registration fee to enter. To register a product and for more information, please visit www.bestnewproductawards.biz/usa.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how

consumers think, why they act the way they do, and what clients need to do about it.

With expertise in retail and leisure categories and an exclusive relationship with the Best New Product Awards, BrandSpark International has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com

About *Better Homes and Gardens*

Reaching nearly 40 million readers every month, the *Better Homes and Gardens* brand extends across print, social media, the web, tablet, mobile, broadcast, broadband and numerous licensed products, serving and connecting women who are passionate about their homes and the lives they create there. *Better Homes and Gardens* inspires women to dream and gives them the confidence to move from dreaming to doing. For more information, visit www.bhg.com

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For further information: Amanda Cortese, Better Homes and Gardens, 212.551.7087, amanda.cortese@meredith.com

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