



## Innovation Based on Value and Specific Consumer Needs Key for Growth in 2010 for Consumer Package Brands

*Colin Watts, Walgreens Chief Innovation Officer and Herb Sorensen, TNS Scientific Advisor, Reveal Retail Trends and the Nation's 14 Most Innovative Consumer Packaged Goods at the Product of the Year USA Awards Ceremony*

**NEW YORK – February 3, 2010** – Walgreens Chief Innovation Officer Colin Watts and TNS Scientific Advisor Herb Sorensen, delivered retail and consumer insights to executives from Procter & Gamble, Nestle, SC Johnson, Coca-Cola and other consumer brands at last night's Product of the Year USA 2010 Awards Ceremony. The event, held in New York City and hosted by Phil Lempert, the Supermarket Guru<sup>®</sup>, honored the 2010 Product the Year Award winners from Colgate, Pledge, Tide, Mars, Clairol and Sprite among other brands who were recognized by consumers for bringing product innovation to the marketplace.

"With consumers watching their wallets more closely and the increase in new products, today's brands and retailers are constantly looking for ways to help shoppers deal with "aisle overload," said Watts. "Successful companies are the ones who bring new product innovations that are based on what consumers need during these challenging economic times and consumers are rewarding them with their purchases."

"Shoppers are faced with a blizzard of choices in the store, and anything that helps them cut through the clutter is good for the shopper . . . and good for the retailer and brand" said Sorensen. "Product of the Year is a three-way win: Shopper, Retailer and Brand. It not only provides a distinguishing mark, but backs that mark with a one-two punch: chosen by other shoppers and 'new,' a powerful motivator of trial in a jaded market."

"The past 20 months proved to CPG brands just how important innovation is, and the difference it can make in keeping their sales and customer base strong" said Phil Lempert, the Supermarket Guru<sup>®</sup>. "As the economy rebounds, look for more companies to follow this year's winners to the path of success."

Hosted in 28 countries, Product of the Year is the world's largest consumer-voted program that recognizes innovation in consumer packaged goods. This is the second year Product of the Year was conducted in the U.S. with over 60,000 American shoppers voting on products in a survey conducted by TNS, the world's largest custom research agency. The following 14 products were voted Product of the Year in their category:

- **Hair Care** – Pantene Pro-V Nature Fusion Shampoo and Conditioner – Procter & Gamble
- **Hair Color** – Perfect 10<sup>™</sup> by Nice 'n Easy – Procter & Gamble
- **Personal Care** – Secret Clinical Strength Waterproof – Procter & Gamble
- **Laundry Products** – Tide Stain Release – Procter & Gamble
- **Carpet Care** – Resolve Deep Clean Powder – Reckitt Benckiser
- **Household Products** – Glade<sup>®</sup> Sense & Spray<sup>™</sup> – S.C. Johnson & Son Inc.
- **Home Cleaning Products** – Pledge<sup>®</sup> Multi Surface – S.C. Johnson & Son Inc.
- **Coffee Systems** – Nescafé Dolce Gusto – Nestlé
- **Beverages** – Sprite Green<sup>™</sup> – The Coca-Cola Company
- **Oral Care** – Colgate<sup>®</sup> Wisp<sup>®</sup> – Colgate-Palmolive Company
- **Personal Hygiene** – Afrin<sup>®</sup> PureSea<sup>™</sup> – Schering-Plough Consumer HealthCare
- **Pet Food** – Cesar<sup>®</sup> Treats – MARS Petcare U.S.
- **Children's Products** – Springfree Trampoline – Springfree Trampoline Inc.
- **Value Products** – Moser Roth<sup>®</sup> Chocolate – Aldi Inc

According to a recent TNS survey, 41 percent of consumers are seeking new products that offer better value for the money. Recommendation is also really important for new products, with consumer endorsements positively impacting purchase interest amongst close to half the population. In addition, the same survey found that displaying the Product of the Year stamp on a package is 25% more effective at generating purchase interest from shoppers than simply displaying the word "New!" on a package.

"The Product of the Year seal is a true vote of confidence for today's consumer. In our age of information and social networking, it's the only distinction that truly delivers the consumer vote to everyday shoppers," said Colleen Kelly, Managing Director of Product of the Year.

Shoppers nationwide will be able to recognize the winners starting in February of this year by looking for the red 'Product of the Year' stamp on packaging, in advertising, and in-store displays. Last year's winners included products from Duracell, CoverGirl, Oust, Canada Dry, Degree and others who promoted their wins by efficiently wearing the red stamp.

For additional information / hi-res images of the Product of the Year USA winners for 2010, please visit [www.productoftheyearusa.com](http://www.productoftheyearusa.com)

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#### **About Product of the Year:**

Product of the Year is the only consumer product award that rewards innovation and is voted on by real consumers. Established 24 years ago in France, POY currently operates in 28 countries with the same purpose: Guide consumers to the best products in their market and reward manufacturers for quality and innovation. Backed by the votes of 60,000 consumers, the distinct red POY logo serves as shortcut for shoppers in the supermarket, saving them time and money. For manufacturers of the winning products, the award is a powerful marketing message proven to increase retail distribution and sales by an average of 10-15%. Product of the Year accepts entries every year from consumer packaged goods that demonstrate innovation and were launched within the previous year. Entered products are then placed into specific categories such as food, beverages, personal care, household care, etc. with a product then being chosen as a winner in its category through a nationally representative online study. For more information visit [www.productoftheyearusa.com](http://www.productoftheyearusa.com).

#### **About TNS:**

TNS, which recently merged with Research International, is the world's largest custom research agency, delivering actionable insights and research-based business advice to its clients so they can make more effective business decisions. TNS offers comprehensive industry knowledge within the Consumer, Technology, Finance, Automotive and Political & Social sectors, supported by a unique product offering that stretches across the entire range of marketing and business issues, specializing in product development & innovation, brand & communication, stakeholder management, retail & shopper, and qualitative research. Delivering best-in-class service across more than 70 countries, TNS is part of Kantar, the world's largest research, insight and consultancy network. Please visit [www.tns-us.com](http://www.tns-us.com) for more information.

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