

Product of the Year, the Only Consumer-Determined Distinction for Consumer Packaged Goods, Launches in the U.S.

Earning the Product of the Year title regularly drives a 10-15% increase in sales for consumer packaged goods in the UK and around the world. After two decades of being the market standard for consumer confidence in Europe, POY looks to build its business and its reputation in the U.S.

NEW YORK, April 28, 2008-- The accolades given to brands such as Procter & Gamble, Nestle, Johnson & Johnson, Unilever and L'Oreal will soon be decided by some of the globe's most sophisticated shoppers: American consumers. Major consumer brands are currently competing for Product of the Year--a title which will ultimately be determined by the votes of U.S. consumers.

Product of the Year distinction is the largest and most representative consumer vote on product innovation, and, each year, dozens of companies compete to win in specific categories such as: Skin care, pet food, hair care, beverages, cereal, oral hygiene, and household cleaners.

The massive number of options available to consumers can make confidently selecting products impossible, says Aric Sigman, a Fellow of the Royal Society of Medicine and an Associate Fellow of the British Psychological Society. "Today's shopper is drowning in a sea of supposed alternatives and does not have the time or attention to sort the good from the bad," said Sigman. "Product of the Year's role in overcoming this obstacle is the best option consumers have for overcoming the otherwise blinding volume of advertising and promotions to find products that are genuinely high quality. The fact that it is consumers who determine POY winners, and not cloistered experts, lends immense credibility to these products."

This year, TNS Market Research will conduct a study of over 100,000 American consumers to determine who will be honored for creating products that demonstrate innovation, deliver high quality, and have been introduced to the market within the last 18 months.

Colleen Kelly, Executive Director of Product of the Year USA, adds, "Consumers are bombarded with dozens of similar products with very little input about which of them are comparatively superior and which ones are worth their money. Product of the Year is a critical identifier of what new products are the most innovative on the market."

POY is also remarkably important to the companies that are honored with this distinction. Companies often launch print, television and in-store advertising campaigns based around their victory in a POY category, and many incorporate the POY logo into product packaging. Promotion of this award often leads to remarkable increases in sales.

Overall, companies internationally report an average increase of 10-15% in sales after winning, but much larger increases are not uncommon. For example, in 2005, the "hair care" category winner, Pantene, saw a 120% year-over-year increase in sales, Calgon soap saw an increase of 106%, and in 2006 "hair care" winner, Herbal Essences, saw a 135% year-over-year increase in sales.

"The essence of Product of the Year is a very simple idea," said Mike Nolan, Global CEO of POY. "We use a huge consumer panel to decide what the best innovations are in the supermarket and then we give that information to the shopper for free. This information is important to shoppers in each of the 20 countries where we currently work, and it guarantees they can find the very best products when they are at the store."

The U.S. operation of Product of the Year is based in New York City, and submission for this year's consideration opened earlier this month and will remain open until July 31.

In addition to the U.S., POY is also expanding to Canada, South Africa and India in 2008, and Japan and Australia in 2009.

AdweekMedia has also joined Product of the Year USA to act as the exclusive media sponsor for 2008, and will provide a variety of in-depth coverage from the initial submissions to the final winning products.

For more information visit: www.productoftheyearusa.com/.

About Product of the Year:

Product of the Year is both a powerful set of words and a simple idea. Every year, thousands of consumers get to vote on the most innovative products launched in the previous 18 months. And every year they pick winners in each product category. With offices in 20 countries around the world and a 22 year track record, we are now ready to make our debut in the U.S. We're here for three simple reasons: We want to help consumers make the right decisions about the products they buy, We want companies to make better products, We want to help brands make money. Product of the Year does all three by letting consumers vote on which products they like best and giving the winners a powerful marketing message. As a result, the winners are happy to see their sales go up an average of 10-15% and consumers are happy to buy a product that 100,000 other shoppers like them said was the best. For more information visit: www.productoftheyearusa.com/.

About TNS:

TNS is a global market information and insight group. Its strategic goal is to be recognised as the global leader in delivering value-added information and insights that help its clients make more effective business decisions. TNS delivers innovative thinking and excellent service across a network of 80 countries. Working in partnership with clients, TNS provides high-quality information, analysis and insight that improves understanding of consumer behaviour. TNS is the world's leading provider of customised services, combining sector knowledge with expertise in the areas of Product Development & Innovation, Brand & Communications, Stakeholder Management, Retail & Shopper and Customer Intelligence. TNS is a major supplier of consumer panel, media intelligence and audience measurement services. TNS is the sixth sense of business™. For more information visit: www.tnsglobal.com.

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