

\*\*\* For Immediate Release \*\*\*



## During these uncertain times, BrandSpark® reveals which brands consumers trust most

*Over 18,000 Americans voted for the 2020 BrandSpark® Most Trusted Award Winners*

**New York, NY (March 30, 2020)** – Today BrandSpark International announced the winners of the 7<sup>th</sup> annual **BrandSpark® Most Trusted Awards** (“**BMTA**”) based on results from the most extensive trust study in America, the **BrandSpark® American Trust Study**. Shoppers voted for the brands that they trust the most in 176 categories ranging from Food & Beverage, Health, Beauty, Household, Pet, Home Goods, and Tech. BrandSpark bestows these exclusive awards each year to help consumers shop smarter and to help brands easily announce themselves as the leader in the category.

“Americans look for transparency and dependability from the brands they buy and this is particularly true in these uncertain times,” says Robert Levy, President of BrandSpark International.

This year, BrandSpark has partnered with premier news magazine brand **Newsweek** to shine a bright light on these award-winning brands. The partnership will include features of the winners in print and digital formats, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content. The BrandSpark Most Trusted Awards has updated its highly influential logo to include the iconic and instantly recognizable Newsweek logo to generate even more impact for shoppers and brands.

“Consumers have been rapidly shifting their shopping online over the past days and weeks, accelerating the trend that has been underway for a few years now,” Levy says. “The tremendous increase in choice online poses a real challenge for consumers and brands. BrandSpark has proven that our BMTA logo helps brands stand out and drives incremental sales both online and within traditional retail environments.”

Research from the study is available to both leading and challenger brands in each category to benchmark where they rank on trust, how deeply their consumers trust them, and to quantify their strength on key drivers of trust including quality, price-value, word-of-mouth, shared values, transparency, heritage, and innovation. BrandSpark has also developed a proprietary and innovative BrandSpark Shopper Trust and Stubbornness Framework to help brands improve their understanding around brand trust.

The following is the list of brands that the most Americans count on to deliver on their promises:

**The list of Winners is below. To learn more visit [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com)**

\* = first time studying the category

<b>Baby &amp; Kids</b>	
Baby Bottle	Dr. Brown's
Baby Food	Gerber
Baby Formula	Enfamil
Baby Laundry Detergent	Dreft
Baby Lotion	Johnson's Baby
Baby Monitor	VTech
Baby Probiotics *	Culturelle
Baby Wash / Shampoo	Johnson's Baby
Baby Wipes	Huggies
Breast Pump	Medela
Children's Coloring *	Crayola
Children's Thermometer	Braun
Children's Toothbrush	Colgate
Children's Toothpaste	Crest
Children's Vitamins	Flintstones
Colic Relief *	Little Remedies
Diaper Pail *	Diaper Genie by Playtex
Diapers	Pampers
Infant / Toddler Car Seat	Graco
Infant Learning Toys *	Fisher-Price
Natural Baby Products	The Honest Company
Nursing Pads	Lansinoh
Organic Baby Snacks *	Gerber
Pregnancy Test	First Response
Stroller	Graco
Toddler Learning Toys	Fisher-Price
Training Pants	Huggies Pull-Ups

<b>Food &amp; Beverage</b>	
Artisan Flatbread	Stonefire
Baking Products	Gold Medal
Better-For-You Frozen Meals	Lean Cuisine
Butter	Land O'Lakes
Cake Mix	Betty Crocker
Canned Tuna	StarKist
Chocolate	Hershey
Coffee	Folgers
Cooking Oil Spray *	Pam
Cream Cheese	Philadelphia
Eggs	Eggland's Best
Frozen Pizza	DiGiorno
Frozen Potato Products	Ore-Ida
Gluten Free Bread *	Udi's
Gluten Free Snacks *	Annie's / Glutino / Kind
Grape Juice *	Welch's
Herbs & Spices	McCormick
Hot Dogs	Oscar Mayer
Icelandic Yogurt *	Siggi's
Instant Rice	Minute Rice
Jam	Smucker's
Jerky	Jack Link's
Mayonnaise	Hellmann's
Natural Peanut Butter *	Jif
Non-dairy Milk Alternative	Silk
Oatmeal	Quaker
Organic Mac and Cheese *	Annie's
Pasta	Barilla
Plant-based Meat Substitute *	MorningStar Farms
Popcorn	Orville Redenbacher's
Premium Coffee *	Starbucks
Sausages	Jimmy Dean
Sour Cream	Daisy
Tea	Lipton
Vegan Food	MorningStar Farms
White Bread *	Wonder

<b>Health &amp; Beauty</b>	
Allergy Relief	Benadryl / Claritin / Zyrtec
Anti-aging Skin Care Products	Olay

Bladder Leakage Protection	Poise
Body Lotion	Jergens
Body Wash	Dove
Cold Sore Remedy	Abreva
Contact Lens Solution	Bausch & Lomb
Cough Drops / Lozenges	Halls
Denture Adhesive	Fixodent
Denture Cleanser	Polident
Electric Toothbrush	Oral-B
Fiber Supplement	Metamucil
Foundation	Covergirl
Hair Regrowth Products	Rogaine
Hair Removal	Nair
Hair Root Touch-up *	Clairol
Laxative	Dulcolax
Liners / Pads	Always
Lip Color	Revlon
Luxury Skin Care Products over \$50 *	Estée Lauder / Lancôme
Mascara	Maybelline
Men's Antiperspirant/Deodorant	Old Spice
Men's Shaving	Gillette
Micellar Water	Garnier
Mouthwash	Listerine
Nail Polish	OPI / Sally Hansen
Nasal Spray	Flonase
Natural Cosmetics	bareMinerals / Burt's Bees
Natural Deodorant *	Tom's of Maine
Natural Skin Care Products	Aveeno / Burt's Bees / Neutrogena
Probiotic Supplements	Culturelle
Sensitive Skin Care Products	Aveeno
Sensitive Toothpaste	Sensodyne
Shampoo & Conditioner	Suave
Shampoo & Conditioner for Colored Hair *	Pantene
Sunscreen	Coppertone
Tampons	Tampax
Teeth Whitening	Crest
Upset Stomach Relief	Pepto-Bismol
Women's Deodorant / Antiperspirant	Secret
Women's Hair Color	L'Oréal
Women's Shaving	Gillette Venus

<b>Household</b>	
Air Freshener	Febreze
All-purpose Cleaner	Lysol
Bathroom Tissue	Charmin
Dish Soap	Dawn
Dishwasher Cleaner	Cascade
Dishwasher Detergent	Cascade
Dog Treats	Milk-Bone
Dryer Sheets	Bounce
Fabric Softener	Downy
Facial Tissues	Kleenex
Flea & Tick Prevention	Frontline
Floor Cleaner	Mr. Clean / Pine-Sol / Swiffer
Food Storage Bags	Ziploc
Food Storage Containers	Rubbermaid / Ziploc
Garbage Bags	Hefty
Hand Soap	Softsoap
Insect Control	Raid
Insect Repellant	OFF!
Laundry Detergent	Tide
Laundry Scent Booster (In-wash) *	Downy
Laundry Stain Remover	Shout
Laundry Wrinkle Protection *	Downy
Multi-purpose Disinfecting Cleaner	Lysol
Paper Towels	Bounty
Toilet Paper	Charmin

<b>Home Goods</b>	
Air Fryer *	Ninja
Barbecue	Weber
Clothes Iron *	Black & Decker
Cookware	Calphalon
Dishwasher	Whirlpool
Drink Carbonation System	SodaStream
Electric Facial Cleansing Device *	Clarisonic
Electric Fan *	Lasko
Electric Hair Straightener *	Conair
Espresso Maker	Keurig / Nespresso
Faucet *	Moen
Hair Curling Iron *	Conair
Hair Dryer *	Conair
Humidifier	Vicks

Luggage *	Samsonite
Mattress-in-a-box	Purple
Single Serve Coffee Maker	Keurig
Slow Cooker *	Crock-Pot
Space Heater *	Lasko
Spring Mattress *	Serta
Vacuum	Bissell / Dyson / Shark
Washer / Dryer	Maytag / Whirlpool

Tech	
4K Television *	Samsung
Chromebooks *	Google / HP
Dash Camera *	Garmin
Digital Camera *	Canon
Gaming Laptop *	Alienware / Dell
Headphones *	Sony
Home Theatre *	Sony
Laptop Over \$1000 *	Apple
Laptop Under \$1000 *	HP
Phone Case *	OtterBox
Portable Speaker *	Bose
Smart Doorbell *	Ring
Smart Home Monitoring / Cameras *	Ring
Smart Lighting *	Philips
Smart Lock *	Schlage
Smart Thermostat	Google Nest
Sound Bar *	Bose / Samsung / Sony
Virus Protection *	Norton
Wearable Fitness Tracker *	Fitbit

Most Trusted Affordable Grocery Store	
National *	ALDI / Walmart (tie)
Midwest *	ALDI
Northeast *	ALDI
Southwest *	Walmart
West *	Walmart

For the first time, BrandSpark surveyed which is the Most Trusted Affordable Grocery Store and found that ALDI and Walmart have tied nationally. ALDI was voted the most trusted affordable grocery store by shoppers in the Northeast and Midwest, while Walmart was the most trusted affordable grocery

store for shoppers in the South and West. “As Americans look for ways to shop for high-quality, affordable groceries these wins can reassure shoppers about their best choices,” Levy says.

#### **Some highlights from this year’s BrandSpark® American Trust Study:**

- With the recent emphasis on prevention of disease and germ spread, Americans have chosen Lysol as their most trusted multi-purpose disinfecting cleaner.
- Out of 150 brands in the study, Crayola has the largest share of consumer trust in its category (Children’s Coloring), proving that the 134-year-old brand continues to provide the best coloring experience in the industry.
- The study shows that dominant brands can appear across a wide range of categories with massive trust share achieved by Quaker for oatmeal, Welch’s for grape juice, Dreft for baby laundry detergent, and Raid for insect control, among others.
- Other categories remain highly competitive, illustrated by several categories where brands tied as most trusted, including gluten-free snacks, allergy relief, luxury skin care, floor cleaner and sound bars.
- In a few categories the trust leader has changed in 2020, showing that trust is not a constant and brands must continue to forge strong relationships with their consumers to keep their leadership: Purple (2020 mattress-in-a-box winner) dethroned Casper, bareMinerals closed the gap to tie with Burt’s Bees (2020 natural cosmetics winners) and Hefty (2020 garbage bag winner) edged out Glad.

#### **How winners are determined**

More than 18,000 American shoppers determined the BrandSpark Most Trusted Awards winners for 2020 through their “top of mind” unaided responses for the brand they trust most in categories they had shopped. Results are ranked based on volume of mentions and ties are declared if the margin of victory is within 3%. The questions were included in the annual BrandSpark American Trust Study with results weighted to be nationally representative. BrandSpark also conducts the BrandSpark Most Trusted Awards annually in Canada. Full study results are available. Contact Philip Scrutton [PScrutton@BrandSpark.com](mailto:PScrutton@BrandSpark.com)

#### **About BrandSpark International**

Founded in 2001, [BrandSpark International](#) is a research and consulting firm that provides leading organizations with the clear direction they need to optimize brand positioning, ignite brand strategy, understand the evolving omni-channel shopper and prioritize growth initiatives. **BrandSpark Marketing Services** runs major awards programs [Best New Product Awards](#) and [BrandSpark Most Trusted Awards](#), and leading shopper community [Shopper Army .com](#) where members test products and provide quality ratings and reviews.

#### **About Newsweek**

**Newsweek** is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years. Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish.

### **About EnVeritas Group**

EnVeritas Group (EVG), is an award-winning, full-service agency offering bespoke, on-brand content creation, visual design, localization, and strategic messaging solutions to meet clients' global and local needs. EVG licenses influential and sales driving credentials via exclusive partnerships with recognized publications.

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