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



More than 10,000 Shoppers Determine America’s Most Trusted Consumer Packaged Goods Brands

The BrandSpark Most Trusted Award and Logo communicate consumers’ trust for Food & Beverage, Health & Beauty, Household & Pets and Kids & Babies brands named in 78 categories

NEW YORK, NY (May 24, 2017) – Marketing research firm BrandSpark International today announced the 2017 winners of the BrandSpark Most Trusted Awards for consumer packaged goods (CPG) brands. For the fourth consecutive year, more than 10,000 American shoppers determined the winners by naming their most trusted Food & Beverage, Health & Beauty, Household & Pets and Kids & Babies brands. The research-based awards program operates independently from media, with winners exclusively determined by the unaided responses of shoppers in the BrandSpark American Shopper Study, one of the most comprehensive annual surveys of household shoppers.

“In a time when decades of brand trust can be destroyed in 140 characters, consumer trust is critical for brand survival,” said Robert Levy, President of BrandSpark International. “America’s top CPG brands have established trust by repeatedly meeting consumer expectations with a great product experience. The very best brands elevate this trust further with timely innovation while maintaining a perception of strong value,” said Levy.

The BrandSpark Most Trusted Awards winner logo allows brands to clearly communicate the significant trust connection they have built with shoppers. The appeal of leveraging the win is illustrated by David Holdsworth, Vice-President Marketing at Egglan’s Best, who said "Egglan's Best is very proud to be recognized as America’s Most Trusted egg brand – for 3 years in a row! We let consumers know by including the BrandSpark Most Trusted purple logo on millions of our egg cartons nationally."

Trust remains a critical factor in purchasing decisions

Important American brands, such as Tide and Egglan’s Best, have used their BrandSpark Most Trusted Awards win in their PR and marketing endeavors (on packaging, in TV advertising, in print, on social media, and across other online channels) because they recognize that use of the credential helps shoppers identify products and set expectations about quality and value, and makes it more likely for a shopper to trust a brand and buy a product.

The logo serves to remind shoppers of the trust earned by America’s top brands, and shoppers report that seeing the logo positively influences them toward purchase of a product. “Just 18% of shoppers buy any product so long as it offers the best price, so brand trust is a key factor in the purchasing decision,” added Levy. “Most shoppers will opt to buy one of their trusted brands first with price being the final factor in their decision. In fact, brand trust is especially important when trying new products, with 67% of Americans saying they try new products from the brands they trust most.”

When shoppers aren’t familiar with a brand or product, they often look toward endorsements from other consumers. In fact, in the BrandSpark American Shopper Study, 68% of respondents, from millennials to older shoppers, stated that they trust consumer-voted awards for brand endorsements. For health & beauty products, consumer-voted awards are the most influential endorsements outside of medical professionals and direct friends and family, with 45% of shoppers saying that consumer awards are influential to their beauty purchases, increasing among millennial beauty shoppers to 60%.

2017 BrandSpark Most Trusted Award Winners

The following is the complete list of BrandSpark Most Trusted Award winners for 2017 in the United States:

Health & Beauty Products	2017 Winning Brand(s)
Adult Incontinence	Poise
Adult Sunscreen	Coppertone
Adult Tooth Pain Relief	Orajel
Adult Vitamin	Centrum
Allergy Relief	Benadryl
Antacid	Tums
Arthritis Pain Relief	Tylenol
Body Moisturizer	Aveeno
Body Wash	Dove
Condom	Trojan
Contact Lens Solution	Bausch & Lomb
Cough & Cold Remedy	Vicks
Facial Cleanser	Olay
Feminine Sanitary Products	Always
Foundation	CoverGirl
Hair Color	L'Oréal
Hair Removal	Nair
Hand Soap	Dial
Headache Pain Relief	Tylenol

Lip Balm	Chapstick
Lip Color	Revlon
Mascara	Maybelline
Men's Body Wash	Dove
Men's Deodorant/Antiperspirant	Old Spice
Men's Hair Styling	Axe
Men's Shaving	Gillette
Mouthwash	Listerine
Sensitive Toothpaste	Sensodyne
Shampoo & Conditioner (Men)	Head & Shoulders
Shampoo & Conditioner (Women)	Pantene
Smoke Cessation	Nicorette
Teeth Whitening	Crest
Toothbrush	Colgate
Toothpaste	Crest
Topical Pain Relief	Icy Hot
Weight Loss Program	Weight Watchers
Women's Deodorant/Antiperspirant	Secret
Women's Hair Styling	Pantene / TRESemmé (tie)
Women's Shaving	Gillette
Food & Beverage Products	2017 Winning Brand(s)
Beer	Budweiser
Butter	Land O' Lakes
Candy	Hershey's
Chocolate	Hershey's
Coffee	Folgers
Eggs	Eggland's Best
Energy Drink	Red Bull
Ice Cream	Breyers
Pasta	Barilla
Vodka	Smirnoff
Yogurt	Yoplait
Household & Pets Products	2017 Winning Brand(s)
Air Freshener	Glade
Battery	Duracell
Cat Food	Purina
Cat Litter	Purina
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dog Food	Purina
Dog Treats	Milk-Bone
Eco-Friendly Cleaning Products	Seventh Generation

Fabric Softener	Downy
Flea & Tick Control	Frontline
Floor Cleaner	Mr. Clean / Pine-Sol (tie)
Household Cleaning	Clorox / Lysol (tie)
Laundry Detergent	Tide
Laundry Stain Remover	Shout
Paper Towels	Bounty
Kids & Babies Products	2017 Winning Brand(s)
Baby Food	Gerber
Baby Formula	Enfamil
Baby Wash/Shampoo	Johnson & Johnson
Baby Wipes	Huggies
Children's Allergy Medication	Benadryl / Claritin (tie)
Children's Sunscreen	Coppertone
Children's Toothpaste	Crest
Children's Toy	Fisher Price
Children's Vitamin	Flintstones
Diapers	Pampers
Infant/Children's Pain & Fever Medication	Tylenol
Infant/Children's Tooth Pain Relief	Orajel

Testimonials: Why do Shoppers Trust the Winning Brands?

The BrandSpark American Shopper Study asks shoppers which brands they trust and also why they trust those brands the most. Here are a few of the thousands of authentic testimonials received:

For Fisher Price, the most trusted Children’s Toy brand:

“It makes safe toys”

Mary J., New York

For Old Spice, the most trusted Men’s Deodorant/Antiperspirant brand:

“It keeps me dry and covered”

John J., Florida

For Weight Watchers, the most trust Weight Loss Program brand:

“It works. I lost a lot of weight and have kept the weight off for over a year.”

Elizabeth B., Ohio

For Pampers, the most trusted Diaper brand:

“It doesn't leak, it fits well, it's a great value for the price given how well it works!”

Jacki R., Oregon

For Orajel, the most trusted Infant/Children's Tooth Pain Relief brand:

"I have used Orajel products for more than 20 years and have always had great success with them."

Jana B., Arkansas

For Smirnoff, the most trusted Vodka brand:

"It's what I've always enjoyed"

Carol H., Washington

For Egglan's Best, the most trusted Egg brand:

"Tastes better, better nutrition"

Min K., Nevada

For Duracell, the most trusted Battery brand:

"Good quality. Lasts long time."

Lisa Y., Florida

For Tide, the most trusted Laundry Detergent brand:

"Has the best stain removal and keeps my clothes bright"

Melissa M., Ohio

Maintaining Brand Trust

Americans increasingly trust brands they perceive as values-based, fair and ethical. Day-to-day, this often means a reasonable price for the brand's products. Honest support of social causes can also elevate trust in a brand. "The strongest instances of cause-marketing happen when a brand takes a position that entails some risk, suggesting to like-minded consumers that the brand's position is authentic," said Levy.

Consumers also trust brands that respond to problems quickly and transparently: 70% of shoppers say that brands who "respond quickly to serious product issues" greatly increase their trust, more than any other brand action. "While major product issues reveal brands to be fallible, Americans can be willing to forgive and give brands a second chance. It is crucial for brands to rebuild at these times by taking responsibility, addressing the problem, and reminding shoppers of the trust earned in the past and how the brand will work to preserve it."

How winners are determined

More than 10,000 American shoppers determined the BrandSpark Most Trusted Awards winners for 2017 through their "top of mind" unaided responses for categories in which they purchase. The results are ranked based on the

greatest volume of mentions (ties are declared if the margin of victory is within 1%). The questions were included in the annual BrandSpark American Shopper Study, now in its ninth year.

BrandSpark also conducts the Most Trusted Awards annually in Canada. For more information, visit BrandsparkMostTrusted.com

About BrandSpark International

BrandSpark International uniquely combines real world consumer insight with marketing credentials and services.

BrandSpark Insight gets at the heart of WHAT consumers think, WHY they act the way they do, and HOW marketers need to respond to successfully grow their business.

BrandSpark Marketing Services runs major CPG awards programs Best New Product Awards, BrandSpark Most Trusted Awards and consumer product trial and amplification platform, Shopper Army. For more information, visit www.BrandSpark.com.

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