

CONTACTS:

Jill Budik / Spotlight Media Relations / 212.489.8774 / jill@spotlightmediarelations.com



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**Brands that are Most Trusted in the United States revealed across 115
consumer categories**

15,000 Americans voted for their most trusted everyday consumer product brands

NEW YORK, NY (May 16, 2018) – Leading market research firm BrandSpark International announced the winners of the 2018 edition of the BrandSpark Most Trusted Awards for everyday consumer product (“CPG”) brands in the United States. More than 15,000 household shoppers participated in the online survey and determined Canada’s most trusted brands in Food & Beverage, Personal Care & Beauty, Household & Pets and Over-the-Counter Health. Now in its 5th year, 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.

Trust drives purchase decisions

“Building a strong foundation of consumer trust is critical today when consumers have more choices available than ever before”, said Robert Levy, President and CEO of BrandSpark International. “The top CPG brands establish trust by repeatedly meeting consumer expectations with great product experiences. The very best of these brands further elevate this trust with meaningful innovation while maintaining strong value and consistent quality,” said Levy. “While trust in the brand is anchored in personal experience, it is increased by transparency, fair pricing and the endorsement of other consumers. Establishing trust is also important for brands that want to innovate, as our study shows that 71% of shoppers try new products from brands they trust the most”.

What Drives Brand Trust?

The BrandSpark study shows that it is important for a brand to respond quickly to serious issues, with 95% saying it increases their trust. Transparency is also key to building trust with 95% also agreeing that brands which provide consumers with detailed information about their product or service earn their trust, and 86% saying their trust in the brand increases when they see unfiltered customer reviews online. Finally, pricing influences trust as much as product or service quality, with brands that offer consistent and competitive pricing more likely to be perceived as fair and respectful of their customers (increases trust for 91%).

Brands are Communicating their Most Trusted Award Wins

The BrandSpark Most Trusted seal allows brands to communicate the trust they have earned from shoppers. Leading brands, such as Cascade and Egghand’s Best, have used the winner’s seal in PR and marketing. The BrandSpark Most Trusted Awards winner logo allows brands to clearly communicate the significant trust connection they have built with shoppers. David Holdsworth, Vice-President Marketing at Egghand’s Best explains the appeal of leveraging the win when he says that "Egghand's Best is very proud to be recognized as America's Most Trusted egg brand – for 4 years in a row! We let consumers know by including the BrandSpark Most Trusted

purple logo on millions of our egg cartons nationally."

Shoppers themselves tell us that when they aren't familiar with a brand or product, they look toward endorsements from other consumers. Positive endorsement in the form of awards is also very impactful with 85% of American shoppers saying their trust in a brand increases if it has won awards based on consumer feedback.

BrandSpark Most Trusted Awards 2018 Winners

The following is the full list of BrandSpark Most Trusted Awards winners in consumer packaged goods for 2018:

Food & Beverage	2018 Winning Brand(s)
Baking	Betty Crocker
Bottled Water	Dasani
Butter	Land O' Lakes
Coffee	Folgers
Eggs	Eggland's Best
Fresh Packaged Meat	Oscar Mayer
Frozen Fish	Gorton's Seafood
Frozen French Fries	Ore-Ida
Frozen Pizza	DiGiorno
Herbs & Spices	McCormick
Hot Dogs	Oscar Mayer
Margarine	Country Crock
Mayonnaise	Hellmann's
Pasta	Barilla
Protein Bars	Clif Bar
Rum	Bacardi
Sausages	Jimmy Dean
Soft Drink	Coca-Cola
Sparkling Water	La Croix
Tea	Lipton
Tequila	Patrón
Vegan Food	Morningstar Farms
Vodka	Smirnoff
Whiskey / Whisky	Jack Daniel's
Yogurt	Yoplait
Household & Pet products	2018 Winning Brand(s)
Air Freshener	Febreze
Batteries	Duracell
Cat Food	Purina
Cat Litter	Purina
Decalcifier & Rust Remover	CLR
Dish Soap	Dawn

Dishwasher Cleaner	Cascade
Dishwasher Detergent	Cascade
Dog Food	Purina
Dog Treats	Milk-Bone
Drink Carbonation System	SodaStream
Eco-Friendly Cleaning Products	Seventh Generation
Fabric Softener	Downy
Flea & Tick Prevention	Bayer Frontline (tie)
Flea Collars	Hartz
Floor Cleaner	Pine-Sol
Food Storage Bags	Ziploc
Food Storage Containers	Ziploc
Garbage Bags	Glad
Hand Sanitizer	Purell
Insect Repellent	OFF!
Laundry Detergent	Tide
Laundry Stain Remover	Shout
Lawn Care	Scotts
Multi-Purpose Cleaner	Lysol
Paper Towels	Bounty
Over-the-Counter Health products	2018 Winning Brand(s)
Adhesive Bandages	Band Aid
Adult Incontinence	Poise
Adult Sunscreen	Coppertone Neutrogena (tie)
Adult Tooth Pain Relief	Orajel
Adult Vitamin	Centrum
Allergy Relief	Claritin
Antacid	Tums
Antinauseant	Pepto-Bismol
Arthritis Pain Relief	Tylenol
Cold & Flu Prevention	Vicks
Cold Sore Remedy	Abreva
Condoms	Trojan
Contact Lens Solution	Bausch & Lomb
Contact Lenses	Acuvue
Cough & Cold Medication	Vicks
Cough Drops / Lozenges	Halls
Denture Adhesive	Fixodent
Diarrhea Medication	Imodium

Eye Drops	Visine
Fiber Supplement	Metamucil
Hair Regrowth	Rogaine
Head Lice Remedy	RID
Heartburn Remedy	Tums
Joint Care Supplements	Osteo Bi-Flex
Laxative	Dulcolax
Meal Replacement	Slim-Fast
Nutritional Supplements	Nature Made
Pain Relief	Advil Tylenol (tie)
Personal Lubricant	K-Y Jelly
Probiotic Supplements	Culturelle
Scar & Stretchmark Reduction	Mederma
Shoe Insoles	Dr. Scholl's
Sleep Aid	Vicks
Smoke Cessation	Nicorette
Topical Pain Relief Cream/Gel	Ben Gay Icy Hot (tie)
Topical Pain Relief Patches	Salonpas
Yeast Infection Medication	Monistat
Personal Care & Beauty products	2018 Winning Brand(s)
Anti-Aging Skin Care	Olay
Body Wash	Dove
Dry Shampoo	Batiste Dove (tie)
Electric Toothbrush	Oral-B
Facial Cleanser	Neutrogena
Facial Moisturizer	Olay
Foundation	CoverGirl
Hair Color	Clairol
Hair Removal	Nair
Hair Styling	Pantene TRESemmé (tie)
Liners/Pads (Feminine Protection)	Always
Lip Balm	Chapstick
Lip Color	Revlon
Mascara	Maybelline
Men's Body Wash	Dove
Men's Deodorant/Antiperspirant	Old Spice
Men's Shaving	Gillette
Men's Skin Care	Dove Men+Care
Mouthwash	Listerine
Sensitive Skin Care	Aveeno Dove (tie)

Sensitive Toothpaste	Sensodyne
Shampoo & Conditioner (Men)	Head & Shoulders
Shampoo & Conditioner (Women)	Pantene
Tampons (Feminine Protection)	Tampax
Teeth Whitening	Crest
Toothpaste	Crest
Women's Deodorant/Antiperspirant	Secret
Women's Shaving	Gillette

How winners are determined

More than 15,000 American shoppers determined the BrandSpark Most Trusted Awards winners for 2018 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 2%). The questions were included in the annual BrandSpark American Shopper Study.

BrandSpark also conducts the Most Trusted Awards annually in Canada and has expanded to include service, retail, and e-commerce brands across North America. To see all of the winners, visit www.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 endorsement and amplification platform, Shopper Army.

For more information, visit www.BrandSpark.com.

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For more information, please contact:

BrandSpark International

Robert Levy, President

RLevy@BrandSpark.com

Philip Scrutton, VP, Consumer Insights

PScrutton@BrandSpark.com

For interview requests, please contact:

Jill Budik / Spotlight Media Relations / 212.489.8774 / jill@spotlightmediarelations.com