



BrandSpark Announces the Most Trusted Awards Winners for Baby and Kids

TORONTO, ONTARIO (November 7, 2018) – Market research firm BrandSpark International announced the 2019 BrandSpark Most Trusted Awards winners across 41 baby and kids categories as determined by a survey of over 3000 Canadian parents.

On November 6, BrandSpark hosted an exclusive breakfast to reveal the winners of the Baby & Kids edition of the BrandSpark Most Trusted Awards, and to share insights on how brands can earn the trust of Canadian parents and how they shop in an omni-channel world.

BrandSpark’s Director of Consumer Insights, Denis Hancock, said that new parents should be part of every brand’s strategy but there are misconceptions about how parents shop. Parents are often pictured as time-starved shoppers in a rush – particularly if they have young kids. However, research shows that parent’s mindsets while shopping often lead to them slowing down: in “escape mindset” they take their time and enjoy the break that shopping provides, while in “thorough mindset” they walk the aisles to ensure that they find everything they might need, and don’t have to come back any time soon.

Parents are significantly more likely than other similarly aged adults to say they are “less loyal to brands than a few years ago”, indicating they are open to change. This puts them in a learning mode, and reviews from other shoppers are their key information source. While value is extremely important to parents, they are also looking for innovation and are willing to pay a little more if they think something new will be better.

BrandSpark’s EVP, Scott Boyer, explored the trust dynamics behind parents’ brand choices in Baby & Kids categories. “Health and safety benefits, providing a quality experience, and the endorsement of other consumers are the pillars of trust in these categories,” said Boyer. “Brands need to understand how strong their brand trust foundation is on each of these pillars, and how loyal their current brand advocates are.”

Winners

In the BrandSpark Parents Shopper Study, participants named the brands they trust most across 41 categories. The winners are listed below. Details can be found at www.BrandSparkMostTrusted.com.

Category	2019 WINNING BRAND
Baby Bottle	Philips Avent
Baby Carrier	Ergobaby
Baby Cereal	Gerber
Baby Eczema Relief	Aveeno
Baby Food (Puree)	Gerber
Baby Formula	Enfamil / Nestle Good Start / Similac (TIE)
Baby Laundry Detergent	Ivory Snow
Baby Lotion	Johnson's Baby
Baby Monitor	Vtech
Baby Oil	Johnson's Baby
Baby Powder	Johnson's Baby
Baby Safety Products	Safety 1st
Baby Snacks	Gerber
Baby Wash/Shampoo	Johnson's Baby
Baby Wipes	Huggies / Pampers (TIE)
Baby/Kids' Tooth Pain Relief	Orajel
Breast Pump	Medela
Car Seat	Graco
Children's Learning Toys (6-8yrs)	Lego / LeapFrog (TIE)
Children's Thermometer	Braun
Children's Toothpaste	Colgate
Children's Toy	Lego
Children's Vitamin	Flintstones Vitamins
Crib	Graco
Diaper Rash Cream	Penaten / Sudocream (TIE)
Diapers	Pampers

High Chair	Graco
Infant/Toddler Learning Toys (0-2yrs)	Fisher-Price
Jogging Stroller	Graco
Natural Baby Care Products	Live Clean
Nursing Bra	Thyme Maternity
Nursing Pad	Lansinoh
Organic Baby Care Products	The Honest Company / Live Clean (TIE)
Organic Diapers	The Honest Company
Ovulation Test	Clearblue
Pacifier/Soother	Philips Avent
Pregnancy Test	First Response
Prenatal Vitamins	Nestle Materna
Preschool Learning Toys (3-5yrs)	Fisher-Price
Stroller	Graco
Training Pants	Pull-Ups

How Winners are Determined

More than 3000 Canadian parents were surveyed to determine the 2019 BrandSpark Most Trusted Awards winners through their “top of mind” responses for baby and kids categories in which they shop. BrandSpark researchers analyzed the unaided responses and the reasons given for trusting the brand. Results were ranked based on the greatest volume of mentions, and if the difference between brands nationally was less than three percent, ties were declared. BrandSpark also compiled data about each brand’s relative performance.

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 Shopper Army, a consumer platform that offers cash back on all Amazon.ca purchases and other partners and obtains and syndicates targeted and impactful ratings and reviews. For more information, visit www.BrandSpark.com.

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