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**FOR IMMEDIATE RELEASE**

**BRANDSPARK INTERNATIONAL REVEALS WHICH CPG BRANDS ARE MOST TRUSTED AS DETERMINED BY MORE THAN 86,000 AMERICANS**

*Food & Beverage, Health & Beauty, Household and Kids Consumer Packaged Goods Brands Named in Fifty Categories*



**June 10, 2014 (Toronto, ON)** – Leading market research firm BrandSpark International today announced the 2014 BrandSpark Most Trusted Awards winners for Consumer Packaged Goods (“CPG”) brands - More than 86,000 Americans determined the winning Food & Beverage, Health & Beauty, Household and Kids brands.

“The BrandSpark Most Trusted Awards are for CPG brands that are dependable, well-known and part of the daily lives of many Americans,” said Robert Levy, President and CEO of BrandSpark International. “Brand trust is important when deciding what to buy. Our study shows 8 in 10 Americans place a high importance on established trust in a brand when purchasing a new product. The BrandSpark Most Trusted Awards help shoppers while they are making purchasing decisions by easily identifying the brands that are most trusted by other consumers.”

In 50 categories, poll participants named the CPG brands that they consider their Most Trusted. Listed below are the winners. More details can be found at [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com)

America’s 2014 Most Trusted - Food & Beverage Brands	
CATEGORY	BRANDS
Baking	Betty Crocker
Butter	Land O’ Lakes
Cheese	Kraft
Chips	Lay’s
Chocolate	Hershey’s
Coffee	Folgers
Condiment	Heinz
Cookie (TIE)	Oreo Nabisco Keebler
Frozen Dessert	Sara Lee
Frozen Pizza	DiGiorno
Ice Cream	Breyers
Juice	Tropicana
Mexican Food	Old El Paso
Pasta	Barilla
Soft Drink	Coca-Cola
America’s 2014 Most Trusted - Health & Beauty Brands	
CATEGORY	BRANDS

Anti-Aging Skin Care	Olay
Body Wash	Dove
Facial Cleanser	Neutrogena
Foundation	COVERGIRL
Lipstick (TIE)	REVLON COVERGIRL
Mascara	Maybelline
Men's Deodorant/ Anti-Perspirant	Old Spice
Men's Shaving	Gillette
Nail Care	Sally Hansen
Nutritional Supplements & Vitamins	Nature Made
Sleep Aid	Tylenol
Toothpaste	Crest
Topical Pain Relief	Neosporin
Women's Body Skin Care	Dove
Women's Deodorant/Anti-Perspirant	Secret
Women's Facial Skin Care	Olay
Women's Hair Care	Pantene
Women's Hair Styling (TIE)	Pantene Garnier
Women's Shaving	Gillette Venus
<b>America's 2014 Most Trusted - Household Brands</b>	
<b>CATEGORY</b>	<b>BRANDS</b>
Air Freshener	Febreze
Bath Tissue	Charmin
Battery	Duracell
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Fabric Softener	Downy
Hand Soap (TIE)	Softsoap Dial
Household Cleaning	Lysol
Laundry Detergent	Tide
Laundry Stain Remover	Shout
Paper Towel	Bounty
Pet Care	Purina
<b>America's 2014 Most Trusted - Kids Brands</b>	
<b>CATEGORY</b>	<b>BRANDS</b>
Baby Care	Johnson's Baby
Baby Food	Gerber
Baby Formula	Similac
Diapers	Pampers

## **What drives trust?**

Consumers' reasons for citing a brand as being their most trusted vary by category. Quality perceptions and taste drive which Food brands are most trusted, while taste preferences are most often cited as the reason for favoring one Beverage brand over others. For Health and Beauty brands, trust is built on quality perceptions such as effectiveness (does the brand meet personal needs?) and perception of a fair price. For Household brands, consumers most often cite effectiveness while for Kids' brands, a guarantee of gentleness is most important.

When considering purchase of a new product, Americans consider it extremely or very important that products come from a brand that they trust:

- 77% for a new Cosmetic product
- 75% for a new Personal Care & Health product
- 75% for a new Household Care product
- 66% for a new Food & Beverage product

## **How winners are determined**

More than 86,000 respondents in the BrandSpark/*Better Homes and Gardens* American Shopper Study, reflecting the profile of the American Household Shopper, determined the 2014 BrandSpark Most Trusted Awards winners through their "top of mind" responses for categories in which they purchase. BrandSpark researchers analyzed the unaided responses and the reasons for choosing the brand. The results were ranked based on the greatest volume of mentions, and if the difference between brands was not statistically significant, ties were declared.

## **About the 2014 BrandSpark/*Better Homes and Gardens* American Shopper Study**

The 2014 BrandSpark/*Better Homes and Gardens* American Shopper Study saw more than 90,000 respondents contribute their opinions during October and November 2013. Companion studies are also conducted in ten other markets across the globe.

## **About BrandSpark International**

BrandSpark International is a leading brand, marketing and product innovation research company. Its comprehensive and innovative research approach gets at the heart of how consumers think, why they act the way they do, and what clients need to do about it. With expertise in the CPG arena, BrandSpark has a deep global perspective on the drivers of innovation unlike any other research company. For more information, visit [www.BrandSpark.com](http://www.BrandSpark.com)

BrandSpark has been measuring brand trust for many years and previously launched the BrandSpark Most Trusted Awards program in Canada and China. The BrandSpark Most Trusted Awards results differ by country and the entire list can be found at [www.BrandSparkMostTrusted.com](http://www.BrandSparkMostTrusted.com)

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