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**ANNUAL STUDY REVEALS WHICH BRANDS ARE MOST TRUSTED AS VOTED
 BY MORE THAN 80,000 AMERICANS**

*Food & Beverage, Health & Beauty, Household and Kids Consumer Packaged
 Goods Brands Named in 101 Categories*

NEW YORK, N.Y. (March 18, 2015) – Leading market research firm BrandSpark International today announced the 2015 BrandSpark Most Trusted Awards winners (in partnership with *Better Homes and Gardens*) for Consumer Packaged Goods (“CPG”) brands. More than 80,000 American shoppers determined the winning Food & Beverage, Health & Beauty, Household and Kids brands.

“The 2015 BrandSpark Most Trusted Awards honor CPG brands that are dependable, well-known and in most cases, have been part of American family life for generations,” said Robert Levy, President and CEO of BrandSpark International. “Our study shows 7 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 make purchasing decisions by easily identifying the brands that are most trusted by other consumers. This is especially useful to consumers shopping in unfamiliar categories.”

In 101 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



America's 2015 Most Trusted - Food & Beverage Brands	
CATEGORY	BRAND
Baking	Betty Crocker
Bottled Water	Dasani
Butter	Land O' Lakes
Cereal	Kellogg's
Cheese	Kraft
Chips	Lay's
Chocolate	Hershey's
Coffee	Folgers
Cookie	Nabisco
Egg	Eggland's Best
Energy Drink	Monster / Red Bull (Tie)
Frozen Pizza	DiGiorno
Gum	Trident
Hot Sauce	Frank's RedHot / Tabasco (Tie)

Ice Cream	Breyers
Instant Coffee	Folgers
Jam	Smucker's
Juice	Tropicana
Ketchup	Heinz
Mayonnaise	Hellmann's
Mexican Food	Old El Paso
Mustard	French's
Pasta	Barilla
Pasta Sauce	Ragú / Prego (Tie)
Peanut Butter	Jif
Rice	Uncle Ben's
Salad Dressing	Kraft
Seasoning	McCormick
Soft Drink	Coca-Cola
Soup	Campbell's
Tea	Lipton
Yogurt	Yoplait
America's 2015 Most Trusted - Health & Beauty Brands	
CATEGORY	BRAND
Acne Treatment	Neutrogena / Clearasil (Tie)
Adult Incontinence	Poise
Adult Sunscreen	Coppertone / Neutrogena (Tie)
Adult Vitamin	Centrum
Allergy Relief	Claritin
Anti-Aging Moisturizer	Olay
Body Lotion	Aveeno
Body Wash	Dove
Bug Repellant	Off!
Condom	Trojan
Cough & Cold Remedy	Vicks
Electric Shaver	Philips Norelco
Facial Cleanser	Neutrogena / Olay (Tie)
Feminine Sanitary Product	Always
Foundation	CoverGirl
General Pain Relief	Tylenol / Advil (Tie)
Hair Color	L'Oréal
Hair Removal	Nair
Hair Treatment	Pantene/ L'Oréal (Tie)
Lipstick	Revlon
Mascara	Maybelline
Men's Antiperspirant – Deodorant	Old Spice
Men's Body Spray	Axe

Men's Shampoo & Conditioner	Head & Shoulders
Men's Shaving	Gillette
Men's Skin Care	Dove Men + Care
Mouthwash	Listerine
Nail Care	Sally Hansen
Nutritional Supplement	Nature Made
Sleep Aid	Vicks
Toothbrush	Oral-B
Toothpaste	Crest
Topical Pain Relief	BenGay / Icy Hot (Tie)
Upset Stomach Remedy	Pepto-Bismol
Women's Deodorant/Anti-Perspirant	Secret
Women's Facial Skin Care	Olay
Women's Hair Styling	Pantene
Women's Shampoo & Conditioner	Pantene
Women's Shaving	Gillette Venus
America's 2015 Most Trusted - Household Brands	
CATEGORY	BRAND
Air Freshener	Febreze / Glade (Tie)
Bathroom Tissue	Charmin
Battery	Duracell
Cat Food	Purina
Cat Litter	Purina
Cleaning Aid	Swiffer
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dog Food	Purina
Fabric Softener	Downy
Flea and Tick Control	Frontline / Bayer (Tie)
Floor Cleaner	Swiffer
Food Storage	Ziploc
Garbage Bag	Glad
Hand Soap	Softsoap / Dial (Tie)
Household Cleaning	Lysol
In-Wash Scent Booster	Downy
Laundry Detergent	Tide
Laundry Stain Remover	Shout
Lawn Care	Scotts
Paint	Behr
Paper Towel	Bounty
America's 2015 Most Trusted - Kids Brands	
CATEGORY	BRAND

Baby Food	Gerber
Baby Formula	Similac
Baby Wipes	Huggies
Children's Toy	Fisher-Price
Children's Vitamin	Flintstones
Diaper	Pampers
Kids Sunscreen	Coppertone
Kids Toothpaste	Kid's Crest

What drives trust?

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

- 72% for a new Beauty product
- 71% for a new Household Care product
- 68% for a new Personal Care product
- 65% for a new Health product
- 63% for a new Food & Beverage product

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 effectiveness, how the brand meets personal needs, and perception of a fair price. For Household brands, consumers most often cite effectiveness, while for Kids' brands, a guarantee of safety and gentleness is most important.

When Americans were asked to rate what increases their trust in a brand, at the top of the list was responding quickly to serious product issues, cited by 70% as "greatly" increasing trust in a brand. Pricing and promotion also play a role in brand trust, with 50% saying that consistent pricing greatly increases their affinity for a brand, and just 33% saying the same about "high value promotions". Positive social actions may also increase trust, with 66% saying that support for charitable causes would positively increase their trust in a brand, though only 20% said it would greatly increase it.

How winners are determined

More than 80,000 respondents in the BrandSpark/*Better Homes and Gardens* American Shopper Study, reflecting the profile of the American Household Shopper, determined the 2015 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 trusting the brand. The results were ranked based on the greatest volume of mentions, and if the difference between brands was not significant, ties were declared.

About the 2015 BrandSpark/*Better Homes and Gardens* American Shopper Study

The 2015 BrandSpark/*Better Homes and Gardens* American Shopper Study saw more than 80,000 respondents contribute their opinions during October and November 2014. Companion studies are also conducted in seven 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 deep expertise in consumer packaged goods, BrandSpark has a global perspective on the drivers of innovation unlike any other research company. For more information, visit www.BrandSpark.com

BrandSpark manages the BrandSpark Most Trusted Awards program in Canada, Mexico, Turkey and China. The BrandSpark Most Trusted Awards results differ by country and the entire list can be found at www.BrandSparkMostTrusted.com

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