



Contact: Jill Budik
Spotlight Media Relations
(212) 489-8774
jill@spotlightmediarelations.com

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ANNUAL NATIONAL STUDY REVEALS WHICH BRANDS ARE MOST TRUSTED AS VOTED BY MORE THAN 38,000 AMERICANS

*Food & Beverage, Health & Beauty, Household and Kids Consumer Packaged Goods
Brands Named in 106 Categories*

NEW YORK, N.Y. (February 9, 2016) – Leading market research firm BrandSpark International today announced the 2016 BrandSpark Most Trusted Awards winners for Consumer Packaged Goods (“CPG”) brands. The results were based on the annual BrandSpark American Shopper Study where over 38,000 shoppers determined the winning Food & Beverage, Health & Beauty, Household and Kids brands.

“Whether buying products for a new baby, treating a headache, choosing the right acne product or even which brand of egg to buy, shoppers want to make sure they are bringing products from trusted brands into their homes. Now shoppers can find out which brands were most trusted by other shoppers in a national survey,” said Robert Levy, President and CEO of BrandSpark International. “The annual BrandSpark Most Trusted Awards honors the brands Americans trust most, those they would recommend to friends and neighbors. This award boosts shoppers confidence when making a purchase decision in store aisles.”

Survey participants named the CPG brands that they consider their Most Trusted in 106 categories. Listed below are the winners. New categories in the 2016 study include non-dairy milk, instant rice, tooth pain relief, children’s pain & fever remedy, LED light bulbs, vacuum cleaners, teeth whitening and lip balm, and are indicated by a *.

More details can be found at www.BrandSparkMostTrusted.com

America’s 2016 Most Trusted - Food & Beverage Brands	
CATEGORY	BRAND
Baking	Betty Crocker

Bread*	Wonder Bread
Butter	Land O' Lakes
Cereal	Kellogg's
Cheese	Kraft
Chocolate	Hershey's
Coffee	Folgers
Egg	Eggland's Best
Energy Drink	Monster
Frozen Pizza	DiGiorno
Gum	Trident
Ice Cream	Breyers
Instant Rice*	Minute Rice
Jam	Smucker's
Juice	Tropicana
Ketchup	Heinz
Mayonnaise	Hellmann's
Mexican Food	Old El Paso
Mustard	French's
Non-Dairy Milk*	Silk
Pasta	Barilla
Peanut Butter	Jif
Seasoning	McCormick
Soft Drink	Coca-Cola
Soup	Campbell's
Yogurt	Yoplait
America's 2016 Most Trusted - Health & Beauty Brands	
CATEGORY	BRAND
Acne Treatment	Neutrogena
Adult Incontinence	Poise
Adult Sunscreen	Coppertone
Adult Tooth Pain Relief*	Orajel
Adult Vitamin	Centrum
Allergy Relief	Claritin / Benadryl (tie)
Antacid*	Tums
Anti-Aging Facial Care	Olay
Arthritis Pain Relief*	Aleve
Body Moisturizer	Aveeno / Jergens (tie)
Body Wash	Dove
Cold Sore Remedy*	Abreva
Condom	Trojan
Contact Lens Solution*	Bausch & Lomb
Cough & Cold Remedy*	Vicks
Electric Toothbrush*	Oral-B

Facial Cleanser	Neutrogena
Feminine Sanitary Product	Always
Foundation	CoverGirl
Hair Color	L'Oréal
Hair Removal	Nair
Hair Treatment	L'Oréal
Headache Pain Relief*	Tylenol
Lip Balm*	Chapstick
Lip Color	Revlon
Mascara	Maybelline
Men's Body Spray	Axe
Men's Deodorant / Antiperspirant	Old Spice
Men's Shampoo & Conditioner	Head & Shoulders
Men's Shaving	Gillette
Men's Skin Care	Dove+Men Care
Mouthwash	Listerine
Nutritional Supplement	Nature Made
Sensitive Toothpaste*	Sensodyne
Sleep Aid	Vicks
Smoking Cessation*	Nicorette
Teeth Whitening*	Crest
Toothbrush	Colgate
Toothpaste	Crest
Topical Pain Relief	Ben Gay / Icy Hot / Neosporin (tie)
Weight Loss Supplement*	Slim-Fast
Women's Deodorant / Antiperspirant	Secret
Women's Facial Skin Care	Olay
Women's Shampoo and Conditioner	Pantene
Women's Shaving	Gillette Venus
America's 2016 Most Trusted - Household Brands	
CATEGORY	BRAND
Air Freshener	Febreze
Battery	Duracell
Cat Food	Purina
Cat Litter	Purina
Cleaning Aids	Clorox
Dish Soap	Dawn
Dishwasher Detergent	Cascade
Dog Food	Purina
Dog Treat	Milk-Bone / Purina (tie)
Fabric Softener	Downy
Flea and Tick Control	Advantage
Floor Cleaner	Mr. Clean / Pine-Sol (tie)

Food Storage	Ziploc
Garbage Bag	Glad
Hand Soap	Dial
Household Cleaning	Lysol
Insect Repellent	Off!
Laundry Detergent	Tide
Laundry Stain Remover	Shout
LED Light Bulbs*	General Electric
Paint	Behr
Paper Towel	Bounty
Toilet Paper	Charmin
Vacuum Cleaner*	Shark
America's 2016 Most Trusted - Kids Brands	
CATEGORY	BRAND
Baby Food	Gerber
Baby Formula	Enfamil / Similac (tie)
Baby / Kids Tooth Pain Relief*	Orajel
Baby / Toddler Shampoo & Wash*	Johnson's Baby
Baby Wipe	Huggies
Children's Allergy Medication*	Benadryl
Children's Toy	Fisher-Price
Children's Vitamin	Flintstones
Diaper	Pampers
Infant / Children's Pain & Fever Medication*	Tylenol
Kids Sunscreen	Coppertone

What drives trust?

The BrandSpark American Shopper study uncovered some interesting statistics when it comes to brands American shoppers trust:

- 68% of American shoppers will try new products from the brands they trust most
- 67% try to purchase their trusted brand names on sale rather than buy generic or store brand versions. Yet 43% now say they are less loyal to brands than they were in the past, making it even more important for marketers to remind shoppers of the trusted relationship they've enjoyed with the brand's products in the past.

America's top CPG brands, the ones that have come to dominate their categories, have built consumer trust by offering a positive and consistent product experience, and frequently building on that with meaningful innovation, while maintaining a perception of strong value. These brands are also able to offer a product experience that appeals to a vast majority of consumers in their category.

- At the top of the list, 70% of ketchup buyers named Heinz as their top brand, while the same percentage of condom buyers cited Trojan.

- Gerber is the go-to brand for baby food of 58% of American parents with a baby at home, while those same parents look to Johnson’s Baby for shampoo and wash.
- Relatively young brands like Monster (Energy Drink), Axe (Men’s Body Spray) and Silk (Non-Dairy Milk) rose to the top through innovation, expanding their category, and strong share of voice in the market, ensuring their target consumers experienced their products.

While trust is important to any purchase decision, the importance varies for different types of products:

- Trust is most important for baby and children’s products and pet food, where 3 in 4 shoppers buy the same brand name products regularly.
- Just behind that, 7 in 10 regularly stick with their top brand of deodorant or antiperspirant, ahead of other personal care categories.
- In food, butter tops the list with 66% regularly sticking with their preferred brand name. Toilet paper, baby food, yogurt, hot sauce, makeup, hair color and shampoo are other categories where 2 in 3 shoppers prefer to stick with their top brands.

For the full list of America’s Most Trusted CPG brands, by category, visit:

www.BrandSparkMostTrusted.com

How winners are determined

More than 38,000 respondents in the BrandSpark American Shopper Study (between October and December, 2015), reflecting the profile of the American Household Shopper, determined the 2016 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 less than 1%, ties were declared.

About BrandSpark International

BrandSpark International is a leading brand, marketing and product innovation research company. With deep expertise in consumer packaged goods, BrandSpark has a global perspective on the drivers of innovation unlike any other research company, and understands the insights and content that brands need to launch and support new products. BrandSpark runs North America’s most credible consumer voted awards program for new products, the Best New Product Awards, and generates new product reviews, certified claims and insights through its’ shopper engagement platform, Shopper Army. 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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