Product of the Year 2006 winners announced

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PRODUCT OF THE YEAR BOOSTS WINNERS SALES BY UP TO 10%

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Mike Nolan, Managing Director of Product of the Year comments, â€˜We are thrilled to be in our second year and announcing the Product of the Year 2006 winners.Â We have had some very positive feedback from the 2005 winners, with research showing that merchandise featuring the Product of the Year logo has experienced, on average, a sales uplift of over 10%.Â This is great news for Product of the Year and we are confident that this yearâ€™s recipients will experience the same, if not greater, sales increases.â€•

From 26th January 2006 winning products in 26 categories including, Confectionery, Drinks, Menâ€™s Grooming, General Grocery, Make-Up, Household Cleaning and Health will be allowed usage of the distinct popular red Product of the Year logo.Â This year the Product of the Year survey, conducted by TNS, received responses from over 12,500 households all giving their seal of approval to the most â€˜new and improvedâ€™ or groundbreakingâ€™ new products.

Thanks to high profile, promotional and on-pack use of the red logo and a proactive media relations and â€˜Goody Bagâ€™ promotion, the awards have seen consumer recognition and trust increase significantly. According to a recent poll, carried out by Product of the Yearâ€™s research partner, TNS, over half (51%) of respondents who recognised the red logo said it would make them more likely to buy a product.

Peter Kneale, Director of Consumer Research, TNS UK, said: â€œTNS independently collected the opinions of 12,593 individuals throughout the UK and analysed the findings to assess which were the most appealing and satisfying innovations. Consumers were asked to vote on which products short-listed most appealed to them, which they had tried and which they had found satisfactory. TNS is pleased to continue to support the Product of the Year awards, itâ€™s important that there is an independent British awards scheme out there that truly reflects the publicâ€™s views.â€•

Entries by manufacturers to the 2006 Product of the Year Award scheme increased by over 30% compared to last year. A total of 130 products were entered by 43 small, medium and large UK grocery manufacturers.Â

Sponsored by Viacom Outdoor in association with Marketing and TNS the UK Product of the Year awards ceremony was held on January 25th in The Riverbank Plaza Hotel, London and was hosted by popular Channel 4â€™s presenter Simone Bienne.

Entries for the 2007 awards open in April 2006.Â If you want to pre register, to get entry forms and an email reminder when registration opens, please visit www.productoftheyear.co.uk