

“Product of the Year. Consumers’ Vote”

The promotion of innovative products

RENATA MATYSIK PEJAS – MONIKA SZAFRANSKA



Co-funded by the
Erasmus+ Programme
of the European Union

Programme “Product of the Year. Consumers’ Vote”

“The Product of the Year. Consumers’ Vote” is a marketing programme created for manufacturers and distributors of products, which belong to Fast Moving Consumer Goods (FMCG) branch.

Programme promotes **innovations** among consumers. Each manufacturer or distributor, who marked a new product or significantly modified the existing one, can take part in it.

Programme “Product of the Year. Consumers’ Vote”

First Programme appeared in France over 27 years ago.

Currently, products with logo of the programme may be found actually on all continents: **Europe** (Germany, France, The United Kingdom, Spain, Portugal, Italy, Poland), **North America** (USA, Canada), **South America** (Brazil, Argentina), **Asia** (India), **Africa** (Republic of South Africa), **Australia**.



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Examples of logo used in selected countries where Programme “Product of the Year” is realized.



German version



French version



British version



Polish version



Examples of logo used in selected countries where Programme “Product of the Year” is realized.



Spanish version



Turkish version



Italian version



Lebanese version

Programme “Product of the Year. Consumers’ Vote”

Logo Product of the Year
increases product sales by
up to 33%!



Source:
<http://boyzruleourworld.com/3794-2/>

Programme “Product of the Year. Consumers’ Vote”

The idea of Programme “The Product of the Year” is a large, independent study, in which the consumers play the role of the “jury”:



Source:

<http://www.productoftheyear.com.au/site/product-of-the-year-2017-winners-announced/>

FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Programme “Product of the Year. Consumers’ Vote”

Programme’s rules:

- research enterprise conducts a survey on a sample of over 5000 consumers in 3300 households,
- these are direct interviews conducted with the household members (with each respondent separately), which refer to consumer attitude towards the novelty and its price, their assessment,
- photographs and descriptions of products are published in a special catalogue,
- producers whose products are best in their category get the right to use the programme logo in their marketing communication for 12 months.

Programme “Product of the Year. Consumers’ Vote”

The unquestioned value of this marketing concept is its utility which brings benefits to various groups of market entities:

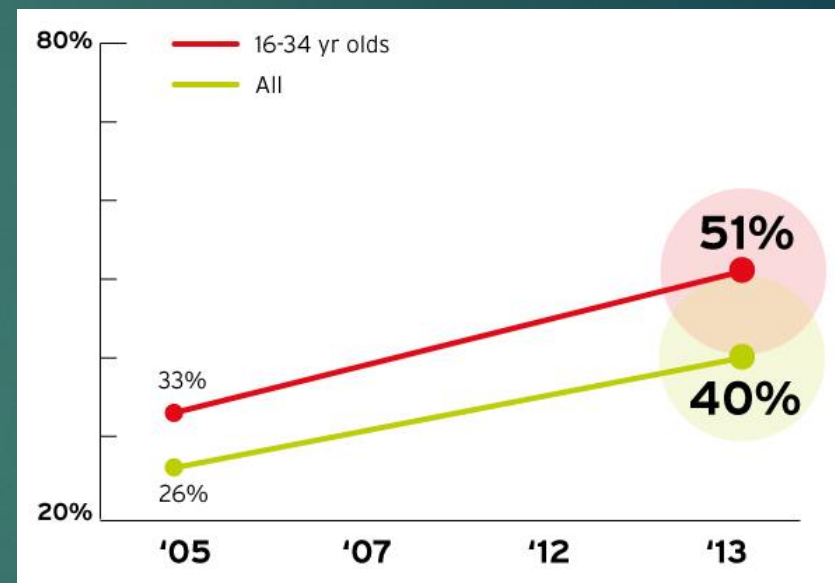
- **consumers** – the project helps them to make decision; while buying commodities marked with “The Product of the Year – Consumers Vote” logo, they have a guaranty of good quality products, since they were tested by 5000 consumers,
- **manufacturers** – the testing verifies their products against the backdrop of competition and the product victory markedly affects increase in sales,
- **retail networks** – provides a good platform of communication with consumers.

Programme “Product of the Year. Consumers’ Vote”

Graph 1. Awareness of Product of the Year

Source:

<http://productoftheyear.co.uk/latest-statistics>

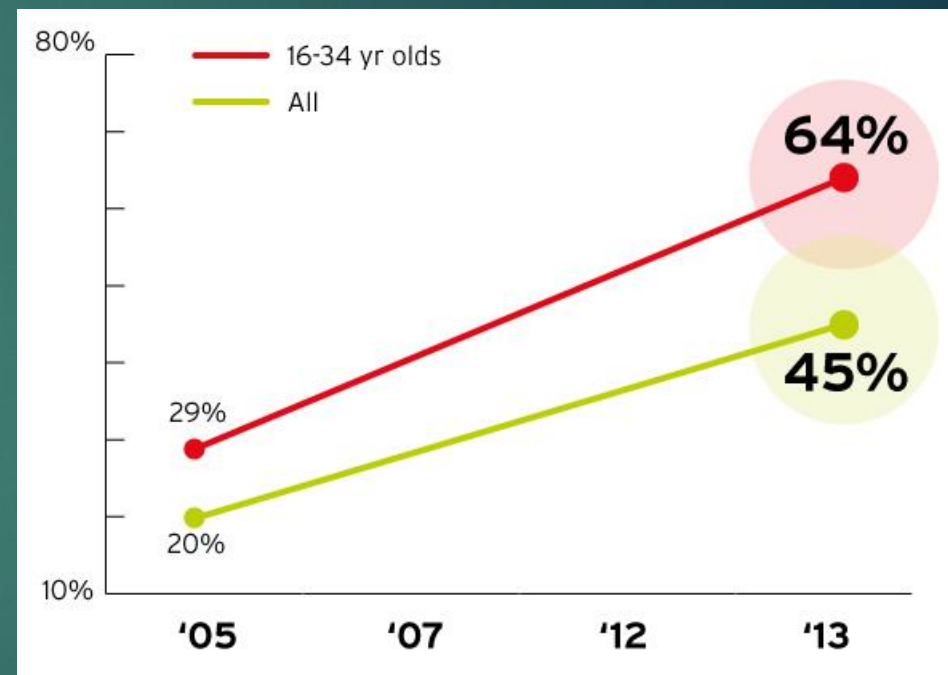


Programme “Product of the Year. Consumers’ Vote”

Graph 2. Logo Recognition

Source:

<http://productoftheyear.co.uk/latest-statistics>



Programme “Product of the Year. Consumers’ Vote”

86% of people are more likely to buy a product that has won **Product of the Year**

Graph 3. **Purchase Intent**

Source:

<http://productoftheyear.co.uk/latest-statistics>



Examples of winners of 2016 Polish edition “Product of the Year” in food category



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Examples of winners of 2016 Polish edition “Product of the Year” in food category



Examples of winners of 2016 Polish edition “Product of the Year” in food category



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Examples of winners of 2016 French edition “Product of the Year” in food category



Examples of winners of 2016 French edition “Product of the Year” in food category



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Examples of winners of 2016 German edition “Product of the Year” in food category



Examples of winners of 2016 German edition “Product of the Year” in food category



Examples of winners of 2016 Spanish edition “Product of the Year” in food category



Examples of winners of 2017 Australian edition “Product of the Year” in food category



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union

Examples of winners of 2017 USA edition “Product of the Year” in food category



FOODCOST



Co-funded by the
Erasmus+ Programme
of the European Union