

Product of the Year 2019

Winners Marketing Toolkit



In partnership with



Woman's Own

campaign



KANTAR TNS.

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The contents are downloadable from the Product of the Year website at productoftheyear.co.uk/activation

ALL ADVERTISING AND/OR COMMUNICATIONS USING THE LOGO MUST BE SUBMITTED TO PRODUCT OF THE YEAR FOR APPROVAL PRIOR TO USE

FOR THE LATEST LOGO GUIDELINES ALWAYS REFER TO THE PRODUCT OF THE YEAR WEBSITE

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1. CONGRATULATIONS!

Congratulations on winning Product of the Year!

We hope you'll join us at the awards show to celebrate your success!

If you can't make it, or if you'd prefer a more personal debrief, we'd love to come and meet your full team and congratulate everyone who was involved in the process. We can also offer bespoke advice on how to make the most of your win, leverage the logo, and see the best sales uplifts throughout the year. After all, the more you put into Product of the Year, the more you get back.

Check out this handy calendar to help you make the most of your victory.

MONTH	OCCASION	ACTIVITY
December	Counting down to the awards	Although you can't yet let the world know that you've won, there's still plenty of work to be done! Start planning your activity ahead and build suspense to the announcement.
January	Awards Night	Engage with customers throughout the ceremony! Make sure they know you're there on social media with plenty of glitzy pics for Instagram. Use our handles and hashtags (@POY_UK, #productoftheyear) for maximum engagement.
	Post-Awards	You will receive extensive coverage through Product of the Year, but make sure you also follow-up with a personalised press release to target your specific audience.
February	Celebrating	The awards night should have boosted your engagement on social media, so now it's time to leverage this into sales. Make sure everyone from trade partners to customers know that you've won.
March	Leveraging	Need a continued Product of the Year boost? If the sparkle might be fading on your trophy, get in touch with Helga. We can come in and give your team a full debrief on how to continue seeing sales uplift throughout the year.
May	2020 awards open	If you're not ready to see the end of the increased engagement and sales uplift that Product of the Year gives you, it's time to enter your latest innovation.
December	End of logo usage	Your logo has to be off-shelf by the end of December, so make sure you've planned ahead.

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2. STATS & SALES UPLIFTS

The Product of the Year logo is widely recognised in the UK and Ireland, and winners can see sales rise by as much as 135%! However, in order to see the associated ROI, it is important to leverage the logo to its maximum effect!

Success stories include:

- Ryvita Thins - sales increase of **21%** in just three weeks on Sainsburys.co.uk*
- Weetabix - **42%** increased Twitter following**
- Asda Pulled Pork - **50%** sales increase, with a **15%** halo effect across the range in just four weeks!***
- Herbal Essences - sales increase of **135%** across the year thanks to the Product of the Year win****
- Average sales for winners increase by **10-15%*******
- **90%** of winners would enter again*****
- **86%** of people are more likely to buy a product featuring the Product of the Year logo*****

* Ryvita sales stats 2012

** Weetabix Twitter following 2013

*** Asda sales brochure 2014

**** P&G sales brochure 2006

***** Product of the Year survey of winners 2016

***** Product of the Year survey of winners 2016

***** Kantar TNS Omnibus May 2013



3. MAKING THE MOST OF YOUR WIN

If you want to see the associated sales uplifts and increased engagement that comes with winning Product of the Year, you need to make the most of your success! Now is your time to shine - your product alone has been voted top in its class, so it's time to let the whole world know.

Here's a handy checklist so that you can make sure you've covered all the bases.

- Tell the whole team about the win - both internal and agencies
- Get a press release ready to sell-in
- Plan an exciting way to tell your consumers - whether that's a simple Tweet or a TVC launched on the awards night!
- Don't forget about your trade partners - Product of the Year can be leveraged across both consumer and trade
- Ask for a Product of the Year goodybag, if you want to run your own giveaway - limited numbers so let us know early!
- Work your Product of the Year win into your social strategy...
- ...and digital, online retail, packaging, print, TVCs...
- See incredible results!

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4. DIGITAL & SOCIAL

Leveraging the logo across digital and social channels is one of the most popular ways our winners share their success. After all, it's speedy, cost-effective, and reaches a remarkable number of consumers in next to no time - so whether you're a start-up or a multi-national, you'll be sure that all your shoppers know you've been voted No. 1!

If you're focussing on digital and social media as your primary Product of the Year strategy, we have some tips for you to see the strongest uplift in sales from this line of attack.

- **Get going from day 1**

The awards show is a great time to launch your social strategy! Use our handle and hashtags **@POY_UK** and **#productoftheyear** to get trending, and share your glitzy, glamorous snaps on Instagram and Twitter.

- **Engagement**

A single, well-engaged tweet is worth a thousand ignored ones. To boost your engagement, you could run a giveaway to celebrate - a great way to get your new products in front of customers! If you'd like a Product of the Year goodybag to share in a competition, contact Toni (antonia@productoftheyear.co.uk) and we'll put one aside for you. These are available on a first-come, first-served basis.

- **Sustain your following**

Don't forget that you have a full 12 months to make use of your Product of the Year win! Remind your customers throughout the year that they could be purchasing your award-winning innovation. Product of the Year promotes winners all year round on our Twitter, Facebook, Instagram and LinkedIn channels, so make sure your social media team is ready with the share and retweet buttons so you receive the maximum benefit.

- **Online retailer? Don't forget about Brandbank**

If you're selling through an online retailer such as sainsburys.co.uk, don't forget to get the Product of the Year logo on your images through Brandbank! Product of the Year winners have seen sales uplifts as high as 21% in just three weeks by leveraging their logo online.* This varies per online retailer.

* see p4

@POY_UK

#productoftheyear

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5. PACKAGING & IN STORE

Consumers love to see the famous Product of the Year logo on-pack and in-store - and so do we! It's one of the best ways to see a strong sales rise, as shoppers are noticing your win right at the point where it matters most: the supermarket shelf. After all, 86% of shoppers are more likely to buy a Product featuring the Product of the Year logo - if you've got it, why not flaunt it?

See p.5 of the [Logo Rules & Regs handbook](#) on how to use the logo on packaging.

Our packaging hall of fame, pictured below, will give you some great ideas on how to get your NPD standing out from the crowd. Make sure the red Product of the Year logo is clearly visible, so shoppers know that your product is the best in the market!



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6. PRINT & TRADITIONAL ADVERTISING

Product of the Year winners have used print and traditional advertising to great effect. Whether you're targeting trade or consumer press, the Product of the Year logo can be key to driving sales.

Check out some previous winners examples below!

FOOD & DRINK



HOUSEHOLD



HEALTH & BEAUTY



ONLINE



Ryvita Thins enjoyed a **21% increase in sales** on [sainsburys.co.uk](https://www.sainsburys.co.uk) in just three weeks.

IN STORE



Sales increases across previous years for participating products ranged from **67% to 358%**.

DIGITAL & SOCIAL MEDIA



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7. TVCS

There's no better way to get your Product of the Year win recognised by millions than by launching a television campaign. Some of the strongest sales uplifts of winners have come from use of logo on TVCs, so whether you're planning a brand new campaign centred around your Product of the Year win, or adding a trail to an existing ad, you can be sure you're seeing the greatest ROI from your success!

Page 9 of the Logo Rules & Regs has some guidance on additional rules regarding leveraging your win on TV. We are happy to supply a letter to Clearcast or other relevant party to confirm your win; please contact Helga (helga@productoftheyear.co.uk).



8. MEDIA PARTNERS, PR & PRESS

Product of the Year winners feature FREE OF CHARGE in media coverage with our partners, worth over £720,000. Features include **The Sun, Woman's Own, Netmums, Campaign, and PR Week** - as well as some more specific trade and consumer titles. Our media partners offer great deals and discounts on promotions for Product of the Year winners.

Netmums

This year Netmums - UK's fastest growing parenting website with 5-6 million monthly users! - is offering Product of the Year winners exclusive promotional packages.

- **Bronze - £5,000 (saving of £7,500)**
Exclusive advertorial for a month on Netmums (500,000 native website impressions)
Netmums newsletter inclusion (270k subscribers)
- **Silver - £10,000 (saving of £13,000)**
Product Trial
500,000 mobile banner ROS impressions
Netmums newsletter inclusion to drive awareness for Product Trial
1,000,000 native website impressions
- **Gold - £25,000 (saving of £26,000)**
Advertorial for a month
Product Trial & potential use of Netmums Recommended logo
500,000 mobile banner ROS impressions
5,000,000 native website impressions
Netmums newsletter inclusion (270K subscribers) driving awareness for PT

Woman's Own

Woman's Own are providing exclusive advertorial discounts for winners across their women's magazines: *Now, Woman's Own, Woman's Weekly, and Woman.*

Additionally if you are interested in finding out more, please contact Helga (helga@productoftheyear.co.uk).

Of course, it's still important to keep the wheels of your own PR machine turning - and winning Product of the Year provides a great brand story to excite the media! We recommend getting those press releases out as soon as you can - remembering of course that the Product of the Year winners are embargoed until the awards night - so as to make as big a splash as possible.

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9. FIND OUT MORE

Hopefully, you'll have found some ideas and inspiration in this Logo Usage pack to feel confident in leveraging your success to best effect - whatever your budget. If you've got queries, questions, or want personalised advice on how to see the greatest ROI from your win, we're happy to assist in any way we can.

Please contact:

Helga Slater

helga@productoftheyear.co.uk

or

Toni Channer

antonia@productoftheyear.co.uk

Your Product of the Year win is just the beginning of the story!