

# Product Of The Year 2018

Guidelines for the use of the logo



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The contents can be downloaded from the Product of the Year website:

[www.productoftheyear.in](http://www.productoftheyear.in)

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

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## HOW DOES PRODUCT OF THE YEAR WORK?

Product Of The Year is the world's largest consumer voted award for product innovation. It is voted by the people, for the people and that is why consumers trust the award.

## The Product Of The Year 2018 Title

- A proven sales accelerator
- Quickly reveals innovations
- Enhances consumer relationships
- Exciting new story for your product
- Maximizes shelf differentiation
- Impactful selling tool to your customers

## The Process

Step 1: You nominate your best innovations online at [www.productoftheyear.in](http://www.productoftheyear.in).

Step 2: Nielsen assigns categories and the research begins.

Step 3: Consumers vote as a part of the Nielsen research.

Step 4: Winner use the “voted Product of the Year” title in all their communication and marketing efforts.

**By winning the Product Of The Year 2018 title, you are entitled to use the logo for one year on all media including TV, press, outdoor, internet, radio, activations, packaging and point of sale. The more you use it, the more impact it has in differentiating your product and driving consumers to try your winning product faster.**

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## WHAT TO DO NOW THAT YOU HAVE WON?

This is just the beginning of your story. Don't waste the opportunity, tell everyone you have won. There are a host of different ways you can use the logo and its benefits, from just telling your colleagues to a fully-integrated campaign. By winning the Product Of The Year 2018 title, you are entitled to use the logo for one year/two years on all media including TV, press, outdoor, internet, radio, activations, packaging and point of sale. The more you use it, the more impact it has in differentiating your product and driving consumers to try your winning product faster.

Whatever your budget don't forget:

- Internal Communications - Communicate your success to all your colleagues.
- Add logo to your brand/company website.
- Plan your integrated campaign.
- Use your Product of the Year win as the central message in all your communications, as it is an independent endorsement/referral by your consumers and is proven to drive sales.

## WHAT CAN PRODUCT OF THE YEAR DO FOR YOU?

- While 55% feel advertising influences purchase, 91% feel POY helps them choose a product better.
- 83% consumers are more likely to buy a product that has won POY.
- 74% higher purchase intent than the word "NEW".
- Results in increased sales for winning products.

Source: Nielsen Survey 2011

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## EXAMPLES OF THE LOGO IN USE IN PREVIOUS WINNER CAMPAIGNS

### PACKAGING



### TV



### OUTDOOR



### PRESS



### ONLINE



### IN STORE



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## THE GOLDEN RULES

- All advertising and/or communication using the logo must be submitted to Product Of The Year for approval prior to use.
- The logo must be consistent wherever it appears - always used in full, same colour, font and shape as provided by Product Of The Year. The unique factor of this award is the number of product sectors it operates in, this means all work using the logo leverages your winning product.
- The logo must always be accompanied by the number of people who voted in the Product of the Year survey to award it and the category that it won (explained further in next section). The power of the Product Of The Year award is the unique way it is awarded. The fact that consumers across India have voted means that the public can trust the verdict and hence this gives it differentiation and power. **This information must appear wherever the logo features.**

## INFORMATION THAT MUST ACCOMPANY THE LOGO

The following information must be communicated in any form of advertising/communication referencing Product Of The Year, whether with or without the logo.

### **A. Which Category Your Product Won, e.g. Handwash**

In relation to television commercials, if the claim (or any other use of) "Product Of The Year" is in the voice over (VO), the category in which the product won, must also be mentioned in the VO. If the Product Of The Year logo appears with no VO, then the category can appear in the copy text alongside the logo only.

### **B. The Wording "Survey of over 4000 people by Nielsen."**

In relation to television commercials, this must appear in copy text along with the category in the frame where the logo appears.



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## CLAIMS/STATEMENTS ABOUT PRODUCT OF THE YEAR WINNERS

Any use of a comparative statement must be factually correct if utilizing the Product of the Year survey as the source for such statements. Any claims or comparative statements must be clear that is referencing the Product of the Year survey as its source and must be sustainable by the methodology of the Product of the Year award system. E.g. Any claims of “No. 1, “the best”, “the leading”, etc. can only be made when clearly identifying that it is “No. 1, “the best”, “the leading”, etc. in its category in the Product of the Year survey on innovation.

If other claims or comparisons are made which arise out of or are based on other information, this detail must be separately and distinctly represented to the public in a clear manner so as to avoid confusion as to the source of the claim or comparison. (i.e. It should not be placed next to any Product of the Year information unless clearly distinct from such information.)

Stating the number of people voting:

- a) You must make clear that this was the total number of people in survey – NOT the number who voted for a specific product winner. (Please note: Not all people voted for each product.)
- b) You may be able to use the terms ‘thousands of people’, and/or ‘thousands of men’ and/or ‘thousands of women’. We define thousands in this case as at least two thousand and one and this information is available on request.

## CROSS SELLING

The logo must only appear on or alongside the product that won the category. If any advertising cover multiple products in the same range, it must be made clear that the award has only been given to the winning product. Any interface that it was awarded across the whole range must be avoided. This cannot be put on another product - even if the winning product is referenced. Inserts in other products may be used to communicate the winning product.

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## DURATION OF USE OF THE NAME AND LOGO

The logo may be used on the winning products and in advertising winning products on sale until 31<sup>st</sup> March 2019, by which point it must be removed from all communication and packaging. It is a condition of your license that all advertising, point-of-sale material and promotional packaging featuring the logo is removed by that date. As stock management is not always precise, you have a grace period of one month for pre-31<sup>st</sup> March 2019 stock which is in circulation to be sold through. You should consider stock levels well in advance to ensure that you meet the 31<sup>st</sup> March 2019 deadline.

### IMPORTANT:

The trademark (logo of Product Of The Year) may be used by the winning products to advertise their "Product Of The Year 2018" status but may not be used to make any reference to the other winners or participants in any category.

Product Of The Year (India) Pvt. Ltd. will not be held responsible and accepts no responsibility to any person for the failure of any award winner to comply with the terms and conditions of Product Of The Year, or with any requirements of ASCI or any other body in India governing advertising and advertising standards.

Product Of The Year does not endorse any claims made regarding the performance of the product or any other award or certification. These must be stated separately with no reference to Product Of The Year.

For more information, please refer to clause 4 of the Product Of The Year 2018 [Terms and Conditions](#).



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## THE RIGHT WAY TO REPRODUCE THE LOGO

A. When reproducing the logo on a white background, this is the correct format.



Winner Hand Wash Category.  
Survey of over 4000 people by Nielsen.

B. When reproducing the logo on a patterned background, this is the correct format.



Winner Hand Wash Category.  
Survey of over 4000 people by Nielsen.

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C. Alternatively, you may reproduce the logo with its white border where unavoidable.



D. In case of packaging, if the space does not allow for an integrated unit (logo & 2 lines of winner category; Survey of over 4000 people by Nielsen), then you may place the logo prominently and write the mandatory lines in another place on the pack.



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## E. Online

1. On Company Websites - full logo with the two mandatory lines.

2. When advertising winning products online, on supermarket websites, the full logo must always be displayed to introduce the category or within the header. However, when individual products are displayed on the same web page you are able to use the reduced logo that details just the date, Please see examples below.



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## THE WRONG WAY TO REPRODUCE THE LOGO



Don't change the colour of any part of the logo



Don't change the shape of the logo or drop any copy



Don't add a drop shadow to the logo



Don't change the border colour or thickness



Consumer Survey of Product Innovation  
**2018**

Don't take the logo out of its box

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## TECHNICAL SPECIFICATIONS

A. The logo must be reproduced in one colour only.



Where 4 colour process is used, the logo is to be reproduced using the CMYK values mentioned



B. Accompanying copy uses the **Interstate font family**.

The logo should always be reproduced in colour. The only time you are able to use the logo in black and white is, if the media is totally produced in black and white.



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## CONTACT INFORMATION

Should you have any questions concerning reproduction of the logo, contact:

**Product Of The Year (India) Pvt. Ltd.**

307, 3<sup>rd</sup> floor, Nirman Kendra,  
Off Dr. E. Moses Road,  
Mahalaxmi West, Mumbai - 400 011.

T: 022 4004 6397 / 98

F: 022 4004 6396

E-mail: mahesh@productoftheyear.in

For more information and examples of how the Product of the Year logo has been used by Indian and International winning brands,

**visit [www.productoftheyear.in](http://www.productoftheyear.in)**