

Consumer Release

Not Just Another Laundry Liquid!

- 5,000 consumers vote for the new products that enhance their daily lives
- Key trends include Convenience, Health and Vitality, and Ecological/Organic
- Winners can display “Product of the Year” logo to aid consumer choice
- Research by Roy Morgan, brought to you by “whatsnew?”

Product of the Year Winners 2009

For the second year running, the winners of the Product of the Year Awards demonstrate consumers’ love of new products that enhance their daily lives.

The best new products across 14 supermarket categories, as voted by 5,000 consumers, show that key benefits of convenience, health and vitality, environmentally-friendly and organic products are winners with consumers.

Researcher Steven Braddon of Roy Morgan, who conducted the survey of 5,000 Australian consumers, says contrary to some critics’ beliefs, people are not just pawns in a marketing game when it comes to the raft of new products and variants that appear on the shelves with regularity.

“Companies spend a lot of time and money on new product development to ensure that what they put on the shelves corresponds to what people want to buy,” Braddon says.

“Products that make it into the shops are the result of enormous series of consumer studies that try to find out what people’s needs are, and how they behave in the real world. Marketers want to help make people’s lives simpler, easier, faster, and healthier even.”

Michelle Katz is one of the winners as marketing manager of Omo Small & Mighty, which took honours in the Laundry category. She says the introduction of the new super concentrated Omo was due to a combination of consumer needs, retailer needs and new technologies becoming available.

“When new technologies and new benefits become available, we bring these to consumers via our new products,” Katz says. “In the case of Omo Small & Mighty, it was a retailer – Walmart in the US – that drove the initial idea by asking whether there was a more economical way to present laundry liquid to shoppers.

“In the US the average pack size for laundry liquid was 3L, so it took up a lot of shelf space for a category that had not delivered any growth to retailers for about five years. In Australia we have changed from a 1.4L bottle to 475 mL with each wash needing only a third of what it did previously. And of course consumers have responded very well to the environmental benefits of the super concentrate, with fewer chemicals, less transport and less waste.”

“whatsnew?” managing director Mark Silcocks, who has produced the Awards for the past two years, says the average supermarket presents around 40,000 individual products (SKUs) to the shopper, which can become overwhelming and frustrating for the time-poor consumer.

“The Product of the Year awards are held in many countries around the world, and have proven to be a very useful tool for consumers when faced with a wide range of choice at the supermarket shelves,” Silcocks says.

“The Product of the Year Awards shows consumers what their peers have chosen as the leaders in innovation in each category, which saves valuable time and money as well as contributing the little improvements to our daily lives that can make such a difference.”

Interviews available:

Steven Braddon, researcher Roy Morgan

Michelle Katz, marketing manager Unilever

Mark Silcocks, managing director “whatsnew?”

Images available of all winning products for 2009

To arrange interviews, and for further information: Samantha Tannous, 0416 104 033

The Winners, Product of the Year 2009

The products that made the winners' list this year represent 14 categories that are found in most supermarkets. Roy Morgan surveyed 5,000 consumers for their opinions on the best new products introduced over the preceding 12 months.

DAIRY: Dairy Farmers, Rise Fresh Start

SIMMER SAUCES & RECIPE: McCormick Slow Cookers

HOT BEVERAGE: Nescafe Greenblend

PERSONAL CARE: Dettol Instant Hand Sanitizer

DOG FOOD: Purina Lucky Dog 2 in 1 Beef and Marrowbone Dog

HOUSEHOLD CLEANING: GreenWorks

MEALS TO GO/MEAL KITS: Greenseas Chunky Tuna Plus

SAUCES & MARINADES: MasterFoods Homestyle Marinades

HERBS & SPICES: McCormick Herbs and Spices

BREAKFAST FOODS: Uncle Tobys Oat Crisp Cereal

CAT FOOD: Purina Supercoat for Cats

LAUNDRY: Omo Small & Mighty

INSECT CONTROL: Raid Automatic Insect Control System

HOUSEHOLD FRAGRANCES: Glade Scented Oil Candles

What the Researcher Says: key trends

Steven Braddon, the senior researcher at Roy Morgan Research who has conducted the consumer surveys for Product of the Year over the past two years, says there are some obvious trends emerging from among the winners.

1. “Help My Everyday Life”

This trend includes products that make our lives more convenient, faster, easier and more automatic.

Steven says: “This is the largest trend across the two years of the Awards in Australia, with nine products falling into this category from last year’s and this year’s winners. This trend, like the others, is familiar and probably not very surprising to many people who will recognise their desire for improvements in their own everyday life in the products on this list.”

This year’s winners on trend are:

Dairy Farmers Rise Fresh Start, Green Seas Tuna Plus, McCormick Herbs and Spices, Raid Automatic Insect Control

Last year’s winners on trend were:

Gravox Liquid Sauces, Araldite Singles, Selleys BBQ Tough Wipes, Morning Fresh Dishwasher Tablets, Victa Vac & Blow

2. “Make Me Better”

Covering new products that improve health and vitality as well as personal appearance.

Steven says: “This is the second biggest trend emerging from the consumers’ choices. These products represent companies’ recognition that everyday products can contribute to making a vast number of people happier.”

This year’s winners on trend are:

Nescafe Greenblend, Uncle Toby’s Oat Crisps

Last year’s winners on trend were:

Cardia Low Dose Aspirin, Head & Shoulders Intensive Solutions, Vicks 1st Defence

Other trends identified by Steven include products which are ecologically friendly, use natural or organic ingredients, are about safety and cleanliness, and those products which provide us with a little everyday luxury.