



Only the best products carry
the **Product of the Year** logo

In association with





How are winners determined?



What The Industry Says

“Unilever is very proud once again to have won in so many categories. It is great that the success of our product marketing and innovation is appreciated by consumer, while we strive to be the best in a highly competitive market”

Marjin van Tiggelen
Chairman of Unilever SA

“Product of the Year, which awards the use of its logo to products that have been endorsed by the consumers, is extremely useful, and provides a powerful message to consumers and helps to generate credibility for the brands”

Harshvardhan Sarda
Executive Director of Nielsen

Product of the Year provides a rare opportunity for everyone to take time out to reassess value in terms of the consumer’s needs, and reconfirm the criteria by which we judge whether or not our innovation has met these needs”

Zunaid Dinath
Managing Executive of Sales Vodacom

LOGO USAGE

Packaging Execution, Corporate Trade Communication, Channel Promotion and POS Execution



Overall

- Winning Product of the Year is not just prestigious, it’s also profitable!
- Product of the Year champions consumers’ rights to get the best new innovations AND consumers reward winning brands with share growth!
- By entering you are demonstrating to consumers your belief that your product REALLY is the best offering in its category.
- Retail buyers respect Product of the Year: We present to all major retailers making it easier for winners to increase shelf share & get listings in previous white spaces.

Product of the Year champions the rights of consumers to get the best new products available in the market. For over 30 years on every major continent on the planet, we have worked to achieve this goal.

SOUTH AFRICA'S LARGEST COMPANIES CAN'T BE WRONG!



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Consumer Survey of
Product Innovation