

Winners in Product of the Year 2014

The winners of the 2013 customer survey, Product of the Year (POY), have been announced, following the Nielsen survey of 5000 South African households.



Preetesh Sewraj, the CEO and chief innovation analyst of Product of the Year - South Africa.

Image: 11th-Realm M2

Launched in 2008 in South Africa and present in more than 45 countries globally, one the world's largest consumer voted programmes identifies and celebrates innovation in the product and services industry.

The 2014 winners come from across a wide spectrum of companies with the product categories ranging from personal care to household products and services such as insurance and banking. They will be able to use the logo on various communication vehicles, such as television ads, print, and on-pack, to highlight the endorsement they have received from the South African public.

Product of the Year 2014 winners list

Source: POYSA

Category	Product
Air care	Glade Automatic Spray Holder
Anti-ageing	Ponds Gold Radiance Range
Auto wash laundry	Omo Auto Powder
Baby wipes	Pampers Premium Care Wipes
Batteries	Duracell Ultra Power
Body wash	Satiskin Blissful Berry Bodywash
Cereal	Bokomo Corn Flakes
Cold beverages	Fuze Ice Tea
Condiments	Pakco Sauces
Cotton wool	Dove 100% Pure Cotton Baby Circles 80s
Essential food	White Star Quick Super Maize Meal
Fabric conditioner	Comfort Lavender Bloom
Facial care	Ponds Perfect Colour Complex Naturals Range
Facial wipes	Dove 100% Pure Cotton Cosmetic Wipes 25s
Toner	Simple Kind to Skin Soothing Facial Toner
Female deodorant	Shield for Women Clinical Protection
Frozen seafood	I&J Chunky Hake Fillet Fingers
Hand care	Satiskin Cinnamon & Honey SPF6 Hand Crème
Hand wash laundry	Sunlight 2 in 1 Spring Sensations
Hand wash	Satiskin Berry Bliss Moisturising Handwash
Healthysnacks	Vital Mni Rice Cakes
Kids treats	Yo-Jelly Spoonable Yoghurt
Laundry capsules	Omo Auto Ultra Capsules
Laundry soap	Sunlight Laundry Green Bar
Lotion	Clere Active Herbal Camphor
Male deodorant	Axe Apollo
Male skincare	Vaseline Men Anti-Bump Moisturiser
Milk	Parmalat EasyGest Full Cream Milk
Mouthwash	Colgate Plax
Newborn diapers	Huggies My First Nappy
Noodles	Maggi Noodles Family Pack
Protective skin care	Vaseline Healthy Petroleum Jelly
Regular diapers	Huggies Gold for Boys & Girls
Sanitary pads	Always Ultra

Sauces	Royco Heart Mark Endorsed Sauces
Vegetarian snacks	Fry's Family Blackbean Quinoa & Chia Bites
Skin therapy	Justine Tissue Oil Gold
Spreads	Flora Buttery
Surface care	Handy Andy Spring Fresh
Tampons	Lil-Lets Regular Tampons 16s
Toothpaste	Colgate Active Salt
Vegetarian quick meals	Quorn Chicken Style Fillets
Yoghurt	Danone NutriDay Low Fat Fruit Yoghurt

Category	Service
Banks	First National Bank
Car hire	Avis
Car insurance	Outsurance
Domestic airline	South African Airways
Fast food	KFC
Grocery stores	Pick n Pay
Investment companies	Old Mutual
Life insurance	Old Mutual
Passenger cars	Toyota
Petrol stations	Engen
Telecoms	Vodacom

For more information, go to www.productoftheyear.co.za.

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