

Still time to enter Product of the Year - deadline extended

The closing date for entries to the South African Product of the Year competition, part of the world organisation dedicated to recognising and rewarding innovation, has been extended to 16 September 2013.



The purpose of the competition is to highlight the most innovative and useful new products on the market, saving shoppers time and money in making their selections. Manufacturers of the winning products can use its branding to increase awareness and sales.

Open to all products

"We've had a great deal of interest not only from major manufacturers but also from smaller first-time entrants this year, so we've moved out the deadline to give them enough time to submit their entries as we want to showcase the best products in all categories," says Preetesh Sewraj, MD of Product of the Year - South Africa.

This brings the submission deadline very close to the next step, the jury selection, Sewraj believes that this is essential to give all companies the opportunity to be represented and judged.

Initial entry is free and is open to all products launched in South Africa over the last 24 months that demonstrate a level of innovation. The jury, made up of experts from various fields, including manufacturing, marketing and journalism, select the finalists.

Promotional use

Public opinion determines the ultimate winners, as Nielsen conducts research throughout South Africa with 5000 face-to-face interviews, described as the largest survey of its kind. After the Product of the Year Awards night, the winners can promote their awards by using the Product of the Year logo on their packaging, promotions and advertising for the next 12 months.

"The stand-out red Product of the Year stamp is recognised as a sign of quality by consumers all around the world. The latest Nielsen Omnibus research has shown that 66% of South African consumers say that they are more likely to purchase a product that has the Product of the Year logo on it. This demonstrates the level of trust that the public has in the process and, ultimately, the results," concludes Sewraj.

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

For more, visit: <https://www.bizcommunity.com>