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**During these uncertain times, BrandSpark® reveals**

**which brands consumers trust most**

***Over 18,000 Americans voted for the 2020 BrandSpark® Most Trusted Award Winners***

**New York, NY (March 30, 2020) –** Today BrandSpark International announced the winners of the 7th annual **BrandSpark® Most Trusted Awards** (“**BMTA”**) based on results from the most extensive trust study in America, the **BrandSpark® American Trust Study**. Shoppers voted for the brands that they trust the most in 170 categories ranging from Food & Beverage, Health, Beauty, Household, Pet, Home Goods, and Tech. BrandSpark bestows these exclusive awards each year to help consumers shop smarter and to help brands easily announce themselves as the leader in the category.

“Americans look for transparency and dependability from the brands they buy and this is particularly true in these uncertain times,” says Robert Levy, President of BrandSpark International.

This year, BrandSpark has partnered with premier news magazine brand **Newsweek** to shine a bright light on these award-winning brands. The partnership will include features of the winners in print and digital formats, targeted communications to readers and unique high-value advertising opportunities for brands anchored by editorial content. The BrandSpark Most Trusted Awards has updated its highly influential logo to include the iconic and instantly recognizable Newsweek logo to generate even more impact for shoppers and brands.

“Consumers have been rapidly shifting their shopping online over the past days and weeks, accelerating the trend that has been underway for a few years now,” Levy says. “The tremendous increase in choice online poses a real challenge for consumers and brands. BrandSpark has proven that our BMTA logo helps brands stand out and drives incremental sales both online and within traditional retail environments.”

Research from the study is available to both leading and challenger brands in each category to benchmark where they rank on trust, how deeply their consumers trust them, and to quantify their strength on key drivers of trust including quality, price-value, word-of-mouth, shared values, transparency, heritage, and innovation. BrandSpark has also developed a proprietary and innovative BrandSpark Shopper Trust and Stubbornness Framework to help brands improve their understanding around brand trust.

The following is the list of brands that the most Americans count on to deliver on their promises:

**The list of Winners is below. To learn more visit** [**www.BrandSparkMostTrusted.com**](http://www.brandsparkmosttrusted.com)

\* = first time studying the category

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| **Baby & Kids** | |
| Baby Bottle | Dr. Brown's |
| Baby Food | Gerber |
| Baby Formula | Enfamil |
| Baby Laundry Detergent | Dreft |
| Baby Lotion | Johnson's Baby |
| Baby Monitor | VTech |
| Baby Probiotics \* | Culturelle |
| Baby Wash / Shampoo | Johnson's Baby |
| Baby Wipes | Huggies |
| Breast Pump | Medela |
| Children's Coloring \* | Crayola |
| Children's Thermometer | Braun |
| Children's Toothbrush | Colgate |
| Children's Toothpaste | Crest |
| Children's Vitamins | Flintstones |
| Colic Relief \* | Little Remedies |
| Diaper Pail \* | Diaper Genie by Playtex |
| Diapers | Pampers |
| Infant / Toddler Car Seat | Graco |
| Infant Learning Toys \* | Fisher-Price |
| Natural Baby Products | The Honest Company |
| Nursing Pads | Lansinoh |
| Organic Baby Snacks \* | Gerber |
| Pregnancy Test | First Response |
| Stroller | Graco |
| Toddler Learning Toys | Fisher-Price |
| Training Pants | Huggies Pull-Ups |

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| **Food & Beverage** | |
| Artisan Flatbread | Stonefire |
| Baking Products | Gold Medal |
| Better-For-You Frozen Meals | Lean Cuisine |
| Butter | Land O'Lakes |
| Cake Mix | Betty Crocker |
| Canned Tuna | StarKist |
| Chocolate | Hershey |
| Coffee | Folgers |
| Cooking Oil Spray \* | Pam |
| Cream Cheese | Philadelphia |
| Eggs | Eggland's Best |
| Frozen Pizza | DiGiorno |
| Frozen Potato Products | Ore-Ida |
| Gluten Free Bread \* | Udi's |
| Gluten Free Snacks \* | Annie’s / Glutino / Kind |
| Grape Juice \* | Welch's |
| Herbs & Spices | McCormick |
| Hot Dogs | Oscar Mayer |
| Icelandic Yogurt \* | Siggi's |
| Instant Rice | Minute Rice |
| Jam | Smucker's |
| Jerky | Jack Link's |
| Mayonnaise | Hellmann's |
| Natural Peanut Butter \* | Jif |
| Non-dairy Milk Alternative | Silk |
| Oatmeal | Quaker |
| Organic Mac and Cheese \* | Annie's |
| Pasta | Barilla |
| Plant-based Meat Substitute \* | MorningStar Farms |
| Popcorn | Orville Redenbacher's |
| Premium Coffee \* | Starbucks |
| Sausages | Jimmy Dean |
| Sour Cream | Daisy |
| Tea | Lipton |
| Vegan Food | MorningStar Farms |
| White Bread \* | Wonder |

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| **Health & Beauty** | |
| Allergy Relief | Benadryl / Claritin / Zyrtec |
| Anti-aging Skin Care Products | Olay |
| Bladder Leakage Protection | Poise |
| Body Lotion | Jergens |
| Body Wash | Dove |
| Cold Sore Remedy | Abreva |
| Contact Lens Solution | Bausch & Lomb |
| Cough Drops / Lozenges | Halls |
| Denture Adhesive | Fixodent |
| Denture Cleanser | Polident |
| Electric Toothbrush | Oral-B |
| Fiber Supplement | Metamucil |
| Foundation | Covergirl |
| Hair Regrowth Products | Rogaine |
| Hair Removal | Nair |
| Hair Root Touch-up \* | Clairol |
| Laxative | Dulcolax |
| Liners / Pads | Always |
| Lip Color | Revlon |
| Luxury Skin Care Products over $50 \* | Estée Lauder / Lancôme |
| Mascara | Maybelline |
| Men's Antiperspirant/Deodorant | Old Spice |
| Men's Shaving | Gillette |
| Micellar Water | Garnier |
| Mouthwash | Listerine |
| Nail Polish | OPI / Sally Hansen |
| Nasal Spray | Flonase |
| Natural Cosmetics | bareMinerals / Burt's Bees |
| Natural Deodorant \* | Tom's of Maine |
| Natural Skin Care Products | Aveeno / Burt's Bees / Neutrogena |
| Probiotic Supplements | Culturelle |
| Sensitive Skin Care Products | Aveeno |
| Sensitive Toothpaste | Sensodyne |
| Shampoo & Conditioner | Suave |
| Shampoo & Conditioner for Colored Hair \* | Pantene |
| Sunscreen | Coppertone |
| Tampons | Tampax |
| Teeth Whitening | Crest |
| Upset Stomach Relief | Pepto-Bismol |
| Women's Deodorant / Antiperspirant | Secret |
| Women's Hair Color | L'Oréal |
| Women's Shaving | Gillette Venus |

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| **Household** | |
| Air Freshener | Febreze |
| All-purpose Cleaner | Lysol |
| Bathroom Tissue | Charmin |
| Dish Soap | Dawn |
| Dishwasher Cleaner | Cascade |
| Dishwasher Detergent | Cascade |
| Dog Treats | Milk-Bone |
| Fabric Softener | Downy |
| Facial Tissues | Kleenex |
| Flea & Tick Prevention | Frontline |
| Floor Cleaner | Mr. Clean / Pine-Sol / Swiffer |
| Food Storage Bags | Ziploc |
| Food Storage Containers | Rubbermaid / Ziploc |
| Garbage Bags | Hefty |
| Hand Soap | Softsoap |
| Insect Control | Raid |
| Insect Repellant | OFF! |
| Laundry Detergent | Tide |
| Laundry Scent Booster (In-wash) \* | Downy |
| Laundry Stain Remover | Shout |
| Laundry Wrinkle Protection \* | Downy |
| Multi-purpose Disinfecting Cleaner | Lysol |
| Paper Towels | Bounty |
| Toilet Paper | Charmin |

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| **Home Goods** | |
| Air Fryer \* | Ninja |
| Barbecue | Weber |
| Clothes Iron \* | Black & Decker |
| Cookware | Calphalon |
| Dishwasher | Whirlpool |
| Drink Carbonation System | SodaStream |
| Electric Facial Cleansing Device \* | Clarisonic |
| Electric Fan \* | Lasko |
| Electric Hair Straightener \* | Conair |
| Espresso Maker | Keurig / Nespresso |
| Faucet \* | Moen |
| Hair Curling Iron \* | Conair |
| Hair Dryer \* | Conair |
| Humidifier | Vicks |
| Luggage \* | Samsonite |
| Mattress-in-a-box | Purple |
| Single Serve Coffee Maker | Keurig |
| Slow Cooker \* | Crock-Pot |
| Space Heater \* | Lasko |
| Spring Mattress \* | Serta |
| Vacuum | Bissell / Dyson / Shark |
| Washer / Dryer | Maytag / Whirlpool |

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| **Tech** | |
| 4K Television \* | Samsung |
| Chromebooks \* | Google / HP |
| Dash Camera \* | Garmin |
| Digital Camera \* | Canon |
| Gaming Laptop \* | Alienware / Dell |
| Headphones \* | Sony |
| Home Theatre \* | Sony |
| Laptop Over $1000 \* | Apple |
| Laptop Under $1000 \* | HP |
| Phone Case \* | OtterBox |
| Portable Speaker \* | Bose |
| Smart Doorbell \* | Ring |
| Smart Home Monitoring / Cameras \* | Ring |
| Smart Lighting \* | Philips |
| Smart Lock \* | Schlage |
| Smart Thermostat | Google Nest |
| Sound Bar \* | Bose / Samsung / Sony |
| Virus Protection \* | Norton |
| Wearable Fitness Tracker \* | Fitbit |

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| Most Trusted Affordable Grocery Store | |
| National \* | ALDI / Walmart (tie) |
| Midwest \* | ALDI |
| Northeast \* | ALDI |
| Southwest \* | Walmart |
| West \* | Walmart |

For the first time, BrandSpark surveyed which is the Most Trusted Affordable Grocery Store and found that ALDI and Walmart have tied nationally. ALDI was voted the most trusted affordable grocery store by shoppers in the Northeast and Midwest, while Walmart was the most trusted affordable grocery store for shoppers in the South and West. “As Americans look for ways to shop for high-quality, affordable groceries these wins can reassure shoppers about their best choices,” Levy says.

**Some highlights from this year’s BrandSpark® American Trust Study:**

* With the recent emphasis on prevention of disease and germ spread, Americans have chosen Lysol as their most trusted multi-purpose disinfecting cleaner.
* Out of 150 brands in the study, Crayola has the largest share of consumer trust in its category (Children’s Coloring), proving that the 134-year-old brand continues to provide the best coloring experience in the industry.
* The study shows that dominant brands can appear across a wide range of categories with massive trust share achieved by Quaker for oatmeal, Welch’s for grape juice, Dreft for baby laundry detergent, and Raid for insect control, among others.
* Other categories remain highly competitive, illustrated by several categories where brands tied as most trusted, including gluten-free snacks, allergy relief, luxury skin care, floor cleaner and sound bars.
* In a few categories the trust leader has changed in 2020, showing that trust is not a constant and brands must continue to forge strong relationships with their consumers to keep their leadership: Purple (2020 mattress-in-a-box winner) dethroned Casper, bareMinerals closed the gap to tie with Burt’s Bees (2020 natural cosmetics winners) and Hefty (2020 garbage bag winner) edged out Glad.

**How winners are determined**

More than 18,000 American shoppers determined the BrandSpark Most Trusted Awards winners for 2020 through their “top of mind” unaided responses for the brand they trust most in categories they had shopped. Results are ranked based on volume of mentions and ties are declared if the margin of victory is within 3%. The questions were included in the annual BrandSpark American Trust Study with results weighted to be nationally representative. BrandSpark also conducts the BrandSpark Most Trusted Awards annually in Canada. Full study results are available. Contact Philip Scrutton [PScrutton@BrandSpark.com](mailto:PScrutton@BrandSpark.com)

**About BrandSpark International**

Founded in 2001, [**BrandSpark International**](http://www.brandspark.com/) is a research and consulting firm that provides leading organizations with the clear direction they need to optimize brand positioning, ignite brand strategy, understand the evolving omni-channel shopper and prioritize growth initiatives. **BrandSpark Marketing Services** runs major awards programs [**Best New Product Awards**](http://www.bestnewproductawards.biz/usa) and [**BrandSpark Most Trusted Awards**](http://www.brandsparkmosttrusted.com/), and leading shopper community [**Shopper Army**](http://www.shopperarmy.com) **.com** where members test products and provide quality ratings and reviews.

**About Newsweek**

**Newsweek** is a premier news magazine and website that has been bringing high-quality journalism to readers around the globe for over 80 years. Newsweek provides the latest news, in-depth analysis and ideas about international issues, technology, business, culture and politics. In addition to its online and mobile presence, Newsweek publishes weekly English print editions in the United States, Europe/Middle East/Africa and Asia as well as editions in Japanese, Korean, Polish, Serbian and Spanish.

**About EnVeritas Group**

EnVeritas Group (EVG), is an award-winning, full-service agency offering bespoke, on-brand content creation, visual design, localization, and strategic messaging solutions to meet clients’ global and local needs. EVG licenses influential and sales driving credentials via exclusive partnerships with recognized publications.

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