



2024

PENTRU INOVAȚIE

1 About us

- The concept is represented in Romania by **POY BUCHAREST**, exclusive representative in Romania for POY Worldwide, the holder of the "**VOTED PRODUCT OF THE YEAR**" trademark.
- **POY is the largest consumer product & services award** that praises innovation in categories like FMCG, banking, insurance, home appliances, DIY **and is voted by consumers.**
- A logo awarded by minimum **4,000 consumers in Romania** every year.
- The most **extensive, professional and neutral consumer survey** carried out by an independent company.

GOAL:

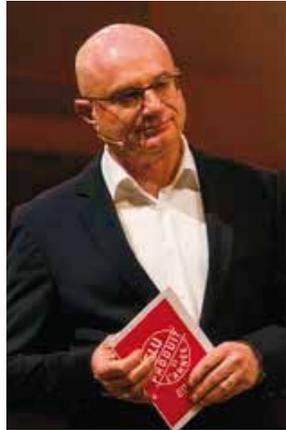
- Giving **consumers a voice**, who are the only genuine experts as far as mass retail products are concerned.
 - Assessing your product's potential by showcasing your entire **Marketing Mix.**
 - Attracting the consumer's attention on an ongoing basis (on packaging, point of sale, communication).
- ▶ **To increase sales for your new products.**



2 The No.1 logo in the world



4.5 billion consumers are reached by **Voted Product of the Year** thanks to our presence in more than **40 countries** and 5 continents.



Since 1987, Voted Product of the Year is the leading consumer-voted logo to reward product innovation and boost sales. It is recognized and appreciated around the world because consumers know it is voted by thousands of representative consumers like them and controlled by an independent research institute. Voted Product of the year has a clear and transparent philosophy and is a unique tool with which to promote product innovation.

We deliver concrete proof of amazing results in terms of sales and market penetrations that we track with the help of our research partners.

This is more than certainly because we have a very clear position.

1. To be the essential partner of innovative brands. And at a time when low cost and copy cats are taking over the shelves, it's a clear choice.
2. To put the consumer at the center of everything as the sole reason for the contest, because they are our only boss and the main player in the success of product innovations.
3. To continue making our methodology the most complete of the market, the most transparent and the most in line with the requirements of today. Through constant dialogue with our research partners and also the integration of digital technologies.

I firmly believe that we are building a strong equity, a credible sign of recognition by not compromising on the methodology and fighting for strong principles.

PHILIPPE GELDER
FOUNDER & PRESIDENT
VOTED PRODUCT OF THE YEAR WORLDWIDE



ALBANIA · AUSTRALIA · AUSTRIA · BAHRAIN · BELGIUM · BOSNIA AND HERZEGOVINA · BRAZIL · BULGARIA · CANADA · CHILE · CHINA · COLOMBIA · CROATIA · CYPRUS · FRANCE · GERMANY · GREECE · HUNGARY · INDIA · IRELAND · ISRAEL · ITALY · JORDANIA · KUWAIT · LEBANON · MALAYSIA · MEXICO · MOLDAVIA · MOROCCO · OMAN · PANAMA · POLAND · PORTUGAL · QATAR · ROMANIA · RUSSIA · SAUDI ARABIA · SERBIA · SLOVENIA · SOUTH AFRICA · SPAIN · SWITZERLAND · THE NETHERLANDS · TUNISIA · TURKEY · UNITED ARAB EMIRATES · UNITED KINGDOM · UNITED STATES OF AMERICA

3 The Logo's benefits



Flags

new products in stores



Boosts

your relationship with the consumer



Adds

new visibility aspect to your product



Maximises

differentiation from your competitors
on store shelves



Boosts

your marketing and sales selling points



Maximises

the stocking of your products in stores



Enables

a communication campaign over a period of 12 months



Stimulates

activation of influencers



THE LOGO'S PERFORMANCE

+25%

AVERAGE INCREASE
IN SALES VOLUME ACCORDING
TO WINNERS*

+260%

RECRUITEMENT
OF NEW BUYERS**

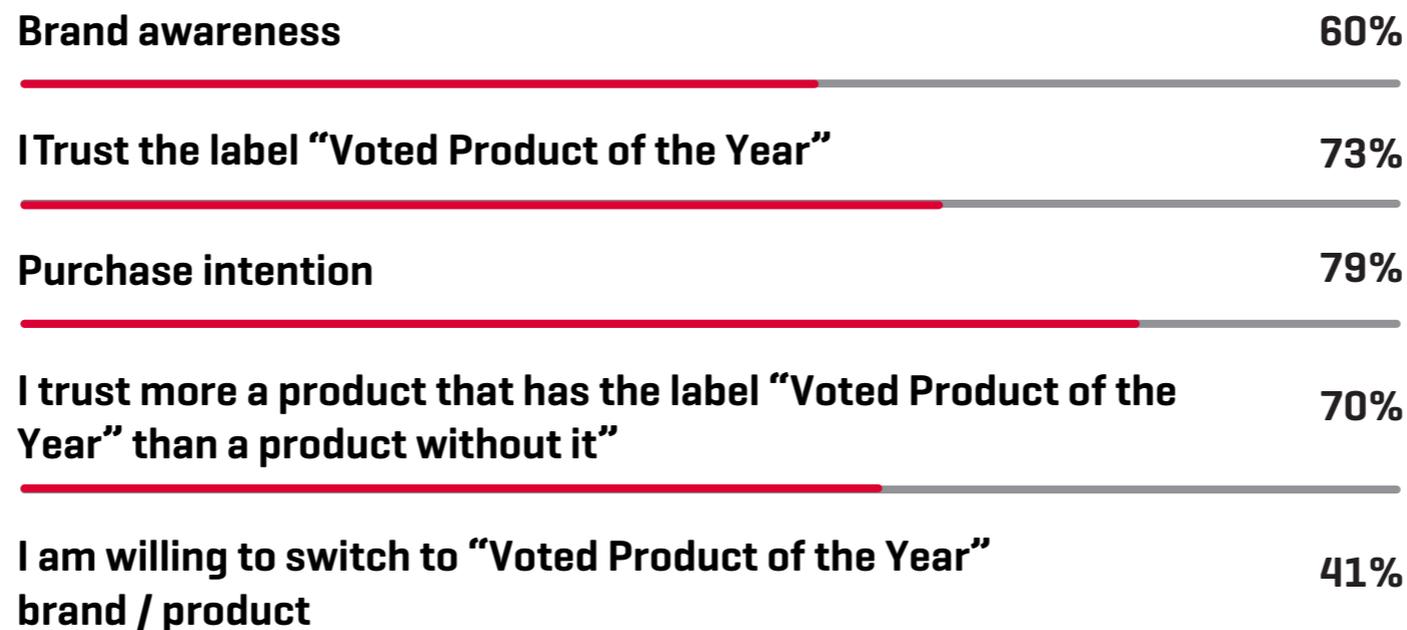
79% OF WINNING PRODUCTS IN THE LAST
5 YEARS **ARE STILL AVAILABLE IN STORES**

RELEVANCE AND CREDIBILITY OF THE AWARD PROCESS DUE TO
THE INVOLVEMENT OF AN INDEPENDENT RESEARCH COMPANY

* Return observed by the winners.

** Storecheck Products Of the Year France.

WHAT ROMANIAN CONSUMERS THINK *



(*) An online survey performed by Exact Business Solutions research company in March-May 2023 on 6447 respondents from urban areas, aged 18-65, medium & high education, internet users



4 Products that may enter the competition

- Any innovative, new product or service*
- Present in at least one retail chain, online shop or owned distribution channel
- Launched between:
01/09/2022 to 28/02/2024

2023 Winners



*Any national brand product



5 Competition process in 6 steps

- Based on a rigorous methodology applied consistently in more than 40 countries, the Voted Product of the Year Award has reached its 15th edition in Romania.

1



A product on the market for max. 18 months wishes to compete

2



Submission of application forms

3



Validation by the experts committee

4



EXACT survey of min 4,000 consumers across all categories

5



Processing of votes and results

6



Boost your sales with our logo



THE ETHIC COMMITTEE

MARKETING & COMUNICATION, CONSUMER PROTECTION, INNOVATION, ADVERTISING & MEDIA PROFESSIONALS

Teodora Migdalovici, Ambassador Cannes Lions Romania • Cezar Baciú, Journalist rappel des titres
• Ana Paun, Programs Director Info Cons • Ina Dumitrache, Executive Director Radio France International
• Cristina Dragna Turnagiu, Tv Producer Canal 33 • Florin-Alexandru Alexe, Associate Professor Dr. Academy of Economic Studies Bucharest • Claudiu Ciobanu, Founder & Chief Editor Retail-FMCG.ro
• Mihaela Mihai, Sr. Product Manager Cegedim • Bogdana Gheorghe Managing Director RetailZoom



6 The study methodology

ONLINE SURVEY

With a guaranteed minimum of
500 users & potential users
per product category

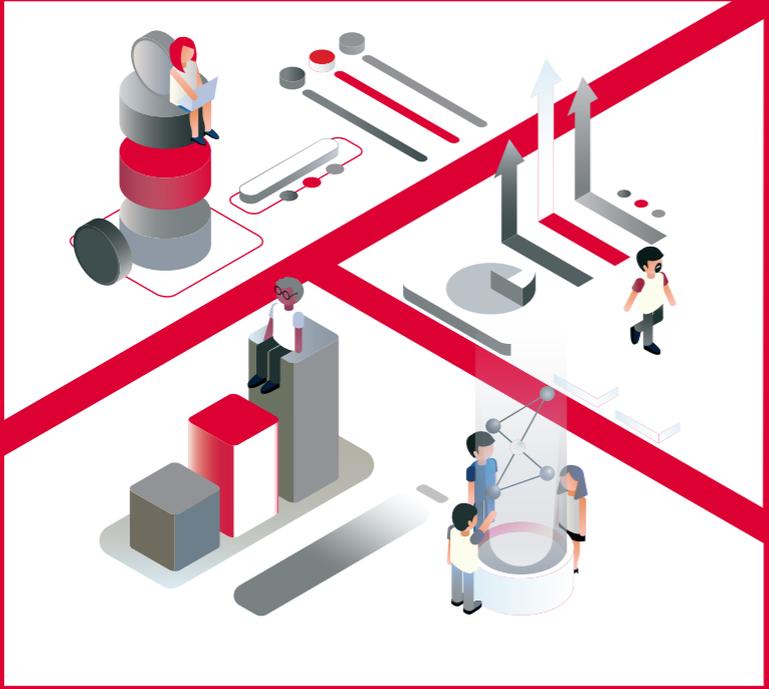
minimum

4,000 VOTERS

who are representative
for the Romanian population

**18- 65, MED & HI
EDUCATION, URBAN
INTERNET USERS**





EVALUATION CRITERIA

To be voted Product of the Year, the award winning product must obtain the highest score in the category, as weighted average of the following criteria

*If a registered product is declared valid, it becomes finalist and will be included in the survey.

SURVEY CRITERIA



PERCEIVED
INNOVATION

Assesses the novel nature of the product, as perceived by the consumer

40%



ATTRACTIVENESS

Measures the potential attractiveness of your product

30%



PURCHASING
INTENTION

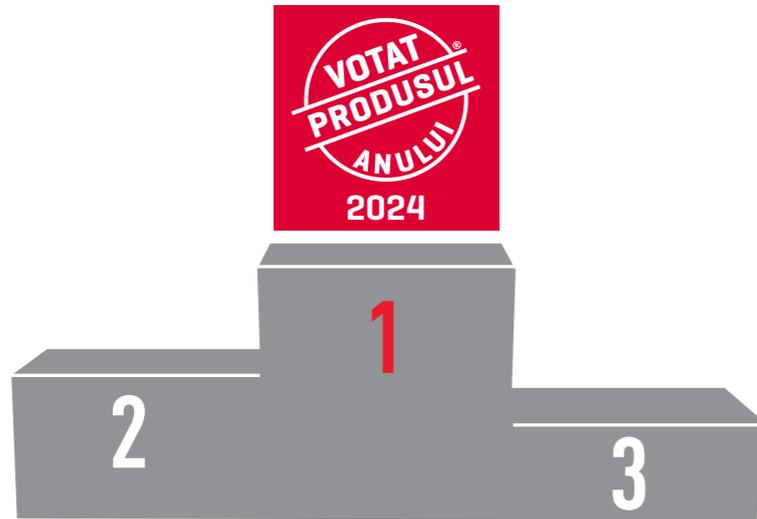
Measures the purchase intent of the consumer

30%



+ MANY MORE INSIGHTS ON YOUR CATEGORY AND PRODUCTS

7 Results



WINNERS

- ★ Receive the full market study report on the category in which the winning product or range entered the competition
- ★ Use the logo for one year [as from GalaAwards 2023 until May 2024]

FINALISTS

- ★ Receive the full market study report on the category in which the product or range entered the competition



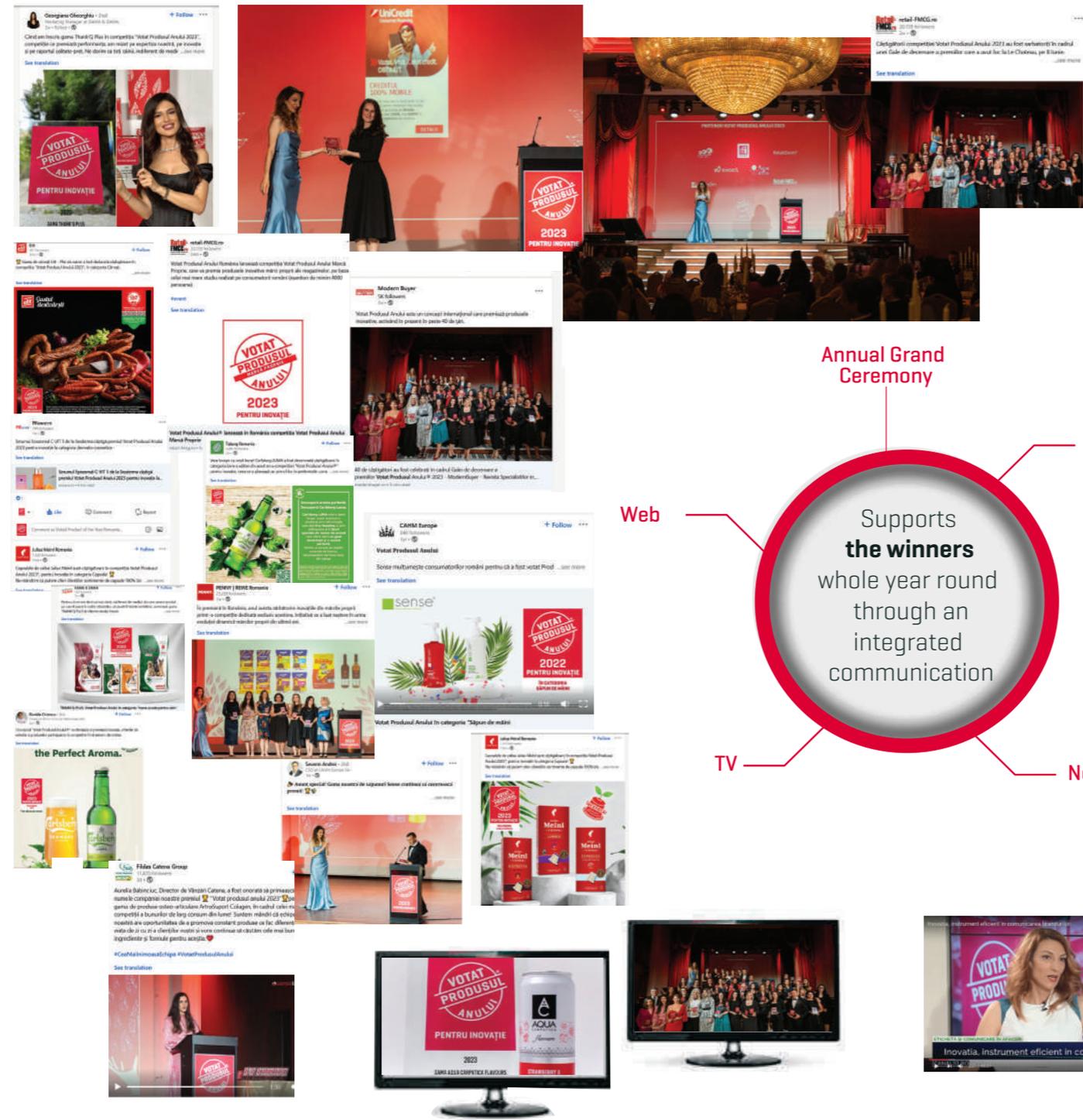
8 Use of the logo

THE KEY TO SUCCESS: OPTIMAL USE OF THE LOGO



9 Media coverage of the logo

VOTAT PRODUSUL ANULUI | 2024



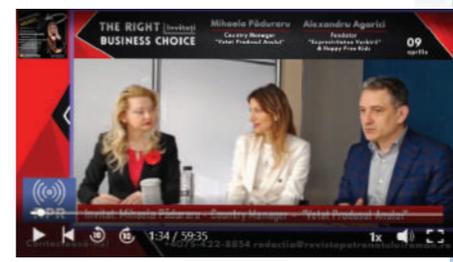
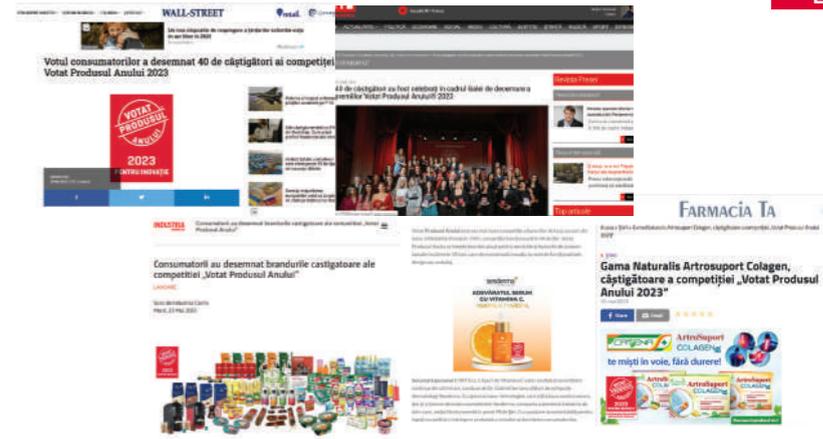
Annual Grand Ceremony

Web

TV

General Press

News & interviews



40 de câștigători au fost celebrați în cadrul Galei de decernare a premiilor Votat Produsul Anului@ 2023



10 A signature evening event

2023 AWARD GALA VOTED PRODUCT OF THE YEAR

Top & middle management professionals from marketing & communication industry, retail and journalists.

Announcing the winners of “Voted Product of the Year” competition and handing over the awards.



11 Winners voice



“ Pentru noi, 2022 a fost primul an în care am participat la Gală și din fericire am și câștigat 3 premii. Aceste premii sunt extrem de importante pentru noi, pentru că sunt foarte apropiate de subiectul inovației, un subiect tare drag nouă. Premiile ne arată cât de important este tot efortul pe care îl depunem în spatele procesului de inovație, recunoscut de consumator. Ne dorim să ne întoarcem în competiție și în anii următori, când avem de gând să înscriem mai multe produse din portofoliu. ”

Cristina Pateșan

Business Unit Director - **Good Routine®**, **Secom Romania**



UniCredit Bank

“ Ne onorează extrem de mult prezența noastră, din nou, în cadrul acestei competiții, în care suntem iarăși câștigători. Reprezintă o recunoaștere a muncii asidue, pe care în fiecare zi o depunem, astfel încât, la finalul zilei, să iasă acel produs, care sprijină mediul de business din România. Facem asta cu multă pasiune, cu multă energie, știind că astfel contribuim la evoluția permanentă a societății, din care băncile fac parte în calitate de membri activi, aducând acea schimbare în bine, pe care o așteptăm cu toții. ”

Marinela Mihalcea

Head of Small Business Clients - **UniCredit Bank Romania**



“ Să inovezi în categoria de “Gustări sărate” cu singuranță nu este un lucru ușor. Vorbim despre obiceiuri adânc înrădăcinate, de preferințe și gusturi deja formate, de aceea ne bucură enorm că am câștigat competiția Votat Produsul Anului 2022 pentru inovație. Ne bucură aprecierea consumatorilor și ne bucurăm să aducem gustări sănătoase în casele cât mai multor români. ”

Diana Mottok

Marketing & Communication Manager, - **Republica BIO®**

REPUBLICA BIO®
ARTIZANI DE SĂNĂTATE





Procter&Gamble

Suntem extrem de încântați că am câștigat acest premiu și în 2022, pentru gama Lenor. Suntem și mai încântați, pentru următorul an, să venim cu noi inovații în competiție. Acest proiect sprijină inovația și incurajează o competiție sănătoasă.

Antohei Georgiana
Brand Manager - Procter & Gamble



Ne bucurăm nespuns de mult că am primit această distincție, Produsul Anului, reprezintă o garanție, o recunoaștere, foarte importantă pentru că vine din partea consumatorilor și ei sunt cei mai importanți pentru noi. Practic, toată activitatea, toate inovațiile pe care le aducem sunt pentru a le îmbunătăți viața zi de zi.

Andra Sima
Category Manager Home Care - Unilever SCE



sesderma
listening to your skin

Mulțumesc pentru oportunitatea de a participa în cadrul competiției Votat Produsul Anului, alături de brandul Sesderma, o companie multinațională cu prezență în peste 90 de țări, ce a fost fondată în anul 1989 de către medicul dermatolog Gabriel Serrano. Pentru Sesderma este o mare onoare să câștige acest premiu, care va aduce un boost de credibilitate, un plus de valoare în toate planurile noastre de comunicare și desigur va reprezenta un pas înainte în atingerea obiectivelor noastre. »

Laura Ciocoiu
Country Manager - Sesderma



12 2024 Offer & pricing

ROMANIAN COMPETITION

2024 RATE

- Finalist Fee : 1,500 Euro + VAT
- Logo Fee : 7,000 Euro + VAT

Voted Product of the Year is a genuine marketing tool for **strengthening the connection between consumers and brands** on a day-to-day basis.

Register your 2024 new and innovative products right away.

2024 partners:



RetailZoom®

Retail-FMCG.ro
Revista retailului si industriei bunurilor de larg consum

 exact

rfi
ROMÂNIA

 cegedim

 appel
des titres



CONTACT

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