

# good housekeeping Seal



# the core of our brand: Good Housekeeping Research Institute

- ≡ founded in 1900, the oldest consumer product testing laboratory of its size in America
- ≡ GHRI scientists, engineers, and technicians evaluate every product before it appears in our editorial and advertising pages
- ≡ its rigorous clearance standards set the benchmark for product integrity



fact: GHRI predates the FDA and other government regulatory agencies

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## good housekeeping Seal

- introduced in **1909** as one of the **first consumer emblems**
- earned only after **evaluation and acceptance** by the good housekeeping research institute [**GHRI**]
- often perceived as an endorsement, but is in fact a **two-year warranty** to **replace or refund defective products**
- approx. **5,000 products** carry the Seal



# universal awareness

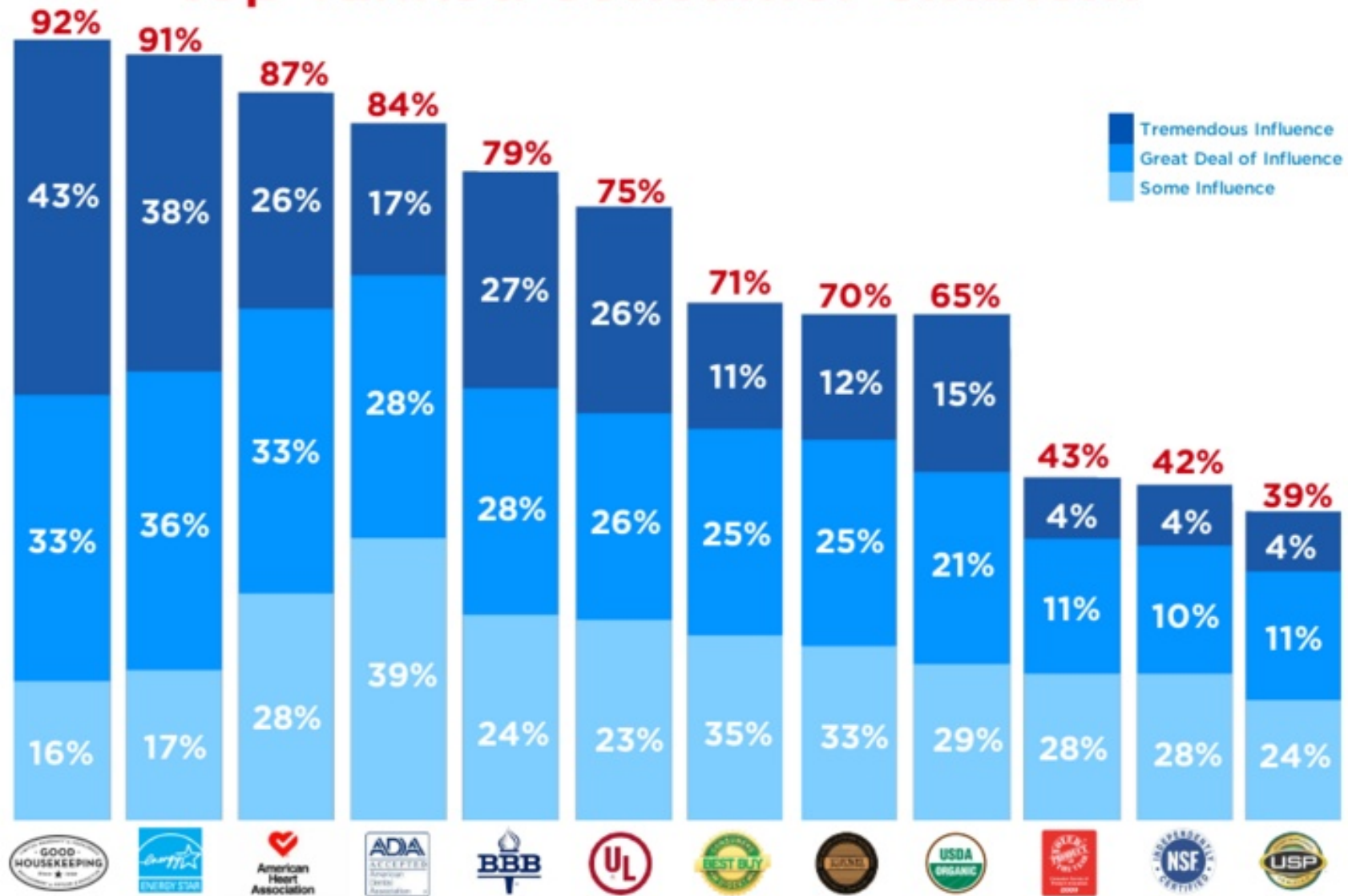
high awareness across all age groups

18-34	83%
35-54	98%
55+	100%

SOURCE: Fairfield Research, July 2009

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# top-ranked consumer emblem



SOURCE: Fairfield Research, July 2009



## symbol of reassurance

**88%** of consumers would feel more comfortable buying a product they were unfamiliar with if it had the Good Housekeeping Seal

SOURCE: Fairfield Research, July 2009

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When choosing between two brands similar in price and features, **89% of consumers are more inclined to buy** a product with the Seal

SOURCE: Fairfield Research, July 2009

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# more value

when purchasing a product bearing the Seal, consumers

	based on their current knowledge of the Seal	upon learning the Seal is a limited 2 year warranty
would pay 5% more	30%	37%
would pay 10% more	13%	16%

SOURCE: Fairfield Research, July 2009

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## virtual shopping study

- GH conducted an online survey to see if premium priced products would benefit from a "sales" lift when displaying the Seal on package
- Packaging was digitally modified to include the Seal on products in 13 different categories
- Intent to purchase results were compared to when the product did not have the Seal



Average percentage increase  
for products displaying  
the **Seal** was 24.31%!



## Seal usage

- ≡ product packaging and inserts
- ≡ television, radio and print advertising
- ≡ websites and email blasts
- ≡ brochures and other sales materials
- ≡ free-standing inserts
- ≡ in-store promotions: shelf-talkers, posters, free standing units, etc.
- ≡ postcard and direct mail
- ≡ door hangers
- ≡ trade show displays
- ≡ press releases



## earning the Seal

- ≡ product(s) must be evaluated by the GHRI for safety, efficacy and performance
- ≡ initial receipt of complete evaluation form, samples and data (GHRI may request additional data during evaluation)



\* Includes BHG, FC, LHJ, MSL, O, RB, RS, WD