



BrandSpark

MOST TRUSTED BY PHARMACISTS™ AWARDS

Presented By **Newsweek**

2024 BrandSpark Most Trusted By Pharmacist Program



For the 3rd year, market-research firm BrandSpark International has partnered with iconic media brand *Newsweek* to study which OTC brands Pharmacists trust the most. These winners are published to millions of Americans with the goal of helping them shop smarter.

Professional-voted awards play a crucial role in building trust with consumers. Leveraging a pharmacist-voted award can significantly increase the credibility of a winning brand. Consumers are more likely to trust a product that has been recognized as being effective and reliable.



Why is the trust of Pharmacists important?

Consumers have difficulty navigating OTC categories*.

71% of OTC shoppers believe that R&D is continually leading to better OTC health products but only 28% consider themselves 'experts' when it comes to choosing those products.

Trust is the foundation of consumer purchase decisions.

BrandSpark research has proven that consumers try, buy, and pay more for brands that they trust, and in the absence of personal experience, they seek the brands trusted most by others*.

Pharmacists' opinions hold major weight with consumers and with other pharmacists.

7 in 10 OTC shoppers say that Pharmacist claims are very influential to their purchases*, matched only by Doctor claims.


All activities scale up to trust.

Providing consumers with an easy-to-understand mark of trust shows a brand's success in delivering what consumers are looking for from an OTC brand.



*BrandSpark® American Shopper Study

How brands activate the #1 Trust Credential.



Unisom® Get a better night's sleep.

Fall asleep fast and wake up feeling refreshed, like the millions of people who turn to Unisom® for a better night's sleep.

That's why it's the #1 doctor and #1 pharmacist recommended OTC sleep-aid brand.

- ✓ Fall asleep faster
- ✓ Wake up less
- ✓ Feel refreshed
- ✓ Improve sleep quality
- ✓ Choose from OTC medicinal and drug-free supplements

*Voted most trusted Sleep Aid brand

[More info](#)


The **BrandSpark Most Trusted Awards Program** has guided consumers towards the best purchase decisions for 11 years, and consumers can find the BrandSpark Most Trusted seal on a variety of marketing communications made by some of the biggest brands in the world.

How brands activate the #1 Trust Credential.

[ABOUT DIMETAPP®](#)[ALL PRODUCTS](#)[FAQs](#)[PARENT RESOURCES](#)[WHERE TO BUY](#)[COUPONS](#)


Why choose Dimetapp?

Moms have been relying on Dimetapp to safely soothe and relieve their children's sniffles, sneezes, and cough symptoms for over 50 years.



#1 MOST TRUSTED
BY PHARMACISTS
2023

- ✓ #1 Most Trusted by American pharmacists*
- ✓ Trusted by moms
- ✓ Made with children in mind
- ✓ Fast-acting






[abreva](#)[ABREVA PRODUCTS](#)[ABOUT COLD SORES](#)[MANAGING LIP HEALTH](#)[FAQs](#)

ABREVA CREAM

Use abreva at the first tingle to block the virus from infecting healthy cells.

Simply put, Abreva works faster to shorten cold sore healing time. Abreva reduces the duration of pain, burning, itching or tingling. In fact, median healing time of a cold sore with Abreva is 4.1 days used at the first sign, whereas if left untreated, a cold sore can last approximately 8-10 days. Abreva cream comes in a tube or pump and uses the same formula. Of course to be sure Abreva is right for you, always read and follow the label or ask your doctor or pharmacist.



*Voted most trusted Mouthwash brand by Canadian shoppers based on the 2020 BrandSpark® Canadian Trust Study. Always read and follow the label.

#1 TRUSTED MOUTHWASH BY CANADIANS




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America's Most Trusted Pregnancy Test Brand⁶



First Response was voted America's most trusted pregnancy test brand based on the BrandSpark® American Trust Study 2020.

[SEE ALL PRODUCTS](#)



Temporary relief of itchy, red eyes

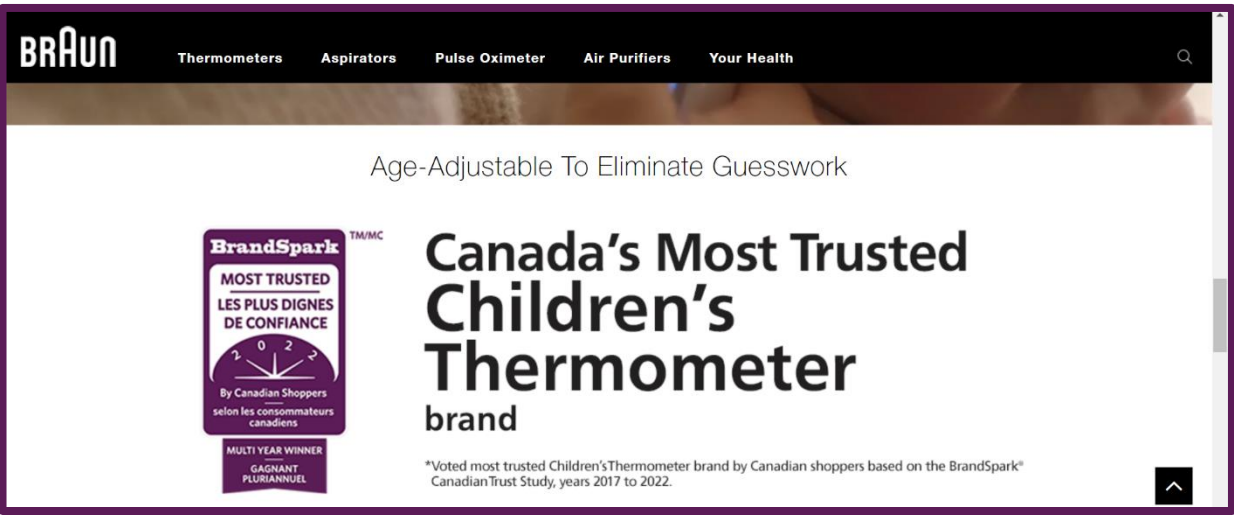
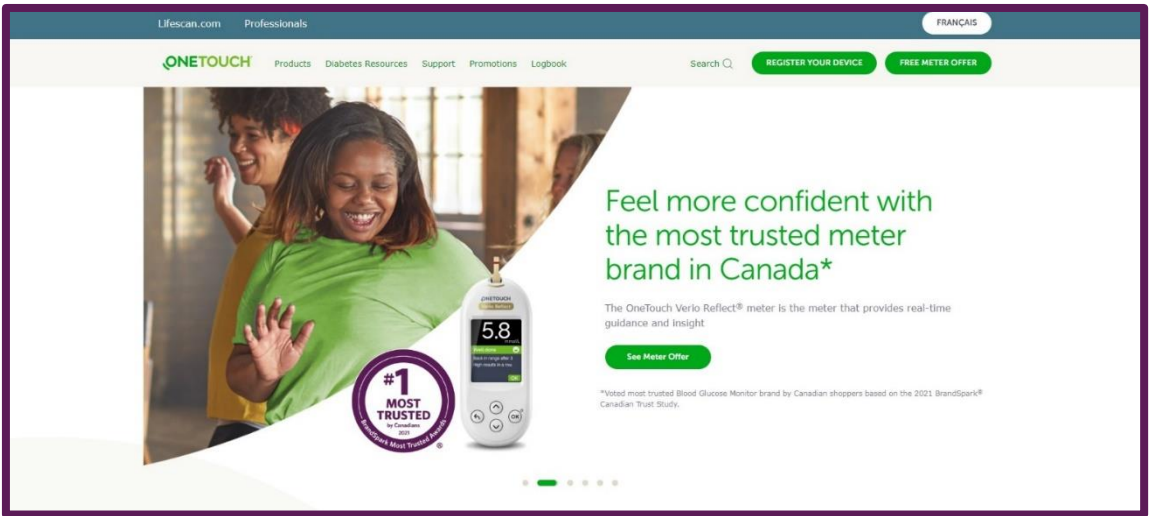
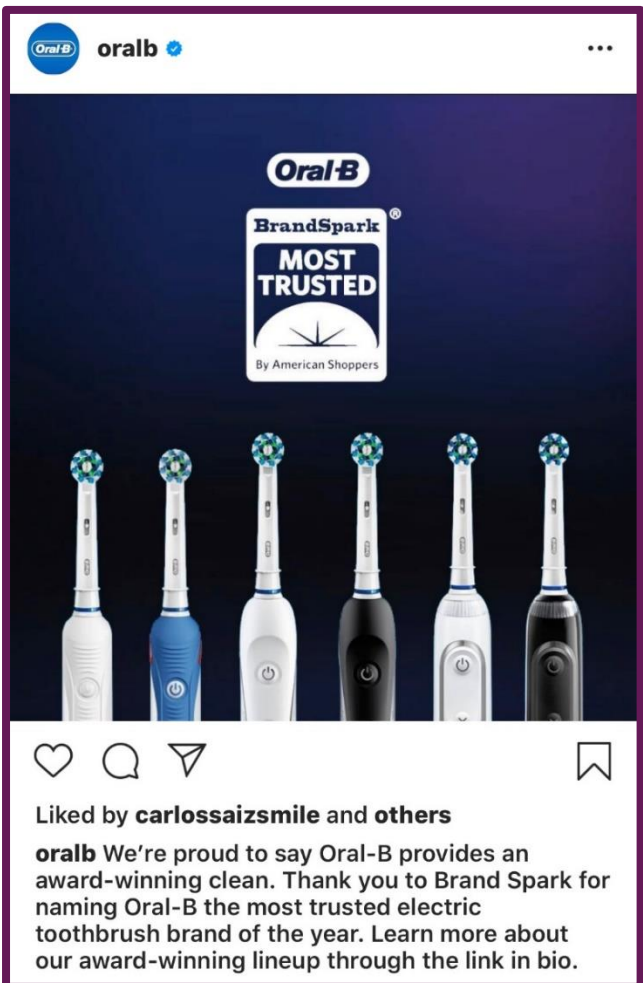
DUE TO POLLEN, RAGWEED, GRASS, ANIMAL HAIR AND DANDER



Use products only as directed. ©J&JCI 2021

*Voted most trusted Allergy Eye Drops brand by American shoppers based on the 2021 BrandSpark® American Trust Study.

How brands activate the #1 Trust Credential.



The Methodology.

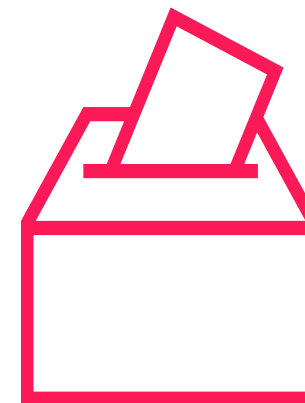
Category Nomination

In this 3rd annual study, BrandSpark researchers **identified OTC/Health categories where trust is important to consumers** and where American pharmacists believe in the superiority of specific brands.



Research and Voting

The winners were selected based on the BrandSpark American Pharmacists Trust Study, **a survey of 401 pharmacists currently practicing in the United States** who gave **their top-of-mind, unaided opinions on which brands they trust the most** in 36 categories.



Winner Determination

The **highest share of citations** as Most Trusted in the category **determined the winner**, with other brands ranked based on share where at least 8% of citations was received. If the margin of citation share was less than 3% between brands, then a tie was declared.*



*BrandSpark can provide winning brands with additional supporting information.

BrandSpark seals that winning brands can license.



Brands ranked #1 in their respective category have access to use this seal.



Brands ranked #1, #2, or #3 in their respective category have access to use this seal.

Claims that can accompany the BrandSpark Most Trusted Award Seal.

“Pharmacists Trust <brand>.”

“#1 Most Trusted By Pharmacists in America.”

“American Pharmacists Trust “insert brand” the Most.”

“No <insert category> is more trusted than <insert brand>.”

“<insert brand>, the trusted choice of American Pharmacists”

...and more.



About the presenting partners.

The Newsweek logo, featuring the word "Newsweek" in white, bold, sans-serif font on a red rectangular background.

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.
newsweek.com

Founded in 2001, BrandSpark International is a research and consulting firm that provides brands with the breakthrough insights they need to understand the omnichannel shopper, refine their strategic brand positioning, build consumer trust and improve the success of their new product launches.

Contact us to activate your win today.



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