



The Solution to Driving Brand Value,
Brand Trust, and Sales

www.womenschoiceaward.com

A NOTE FROM OUR LEADERSHIP

Congratulations for earning the Women’s Choice Award as a highly recommended brand among women. As a leading, trusted referral source for women, the Women’s Choice Award is a one-stop solution to help your most important consumer: women, simplify her choices so she can spend less time searching and more time on what matters in life.

By carrying the Women’s Choice Award seal you are doing so much more than promoting an award. Leveraging your earned WCA seal can help your brand go bigger by transforming the buying experience from her just buying your brand to her buying into your brand as awards play into the validation or “reducing risk” to make the best choice for herself and her family.

We are honored to have you as part of our elite network of brand partners who support our mission to empower women to make the best consumer choices.



Delia Passi,
Founder &
Chief Mission Officer





WOMEN'S CHOICE AWARD®

Driving brand value, trust, and loyalty is critical to your marketing strategy and sales- and the Seal is your turnkey solution. Aligning your brand with the most trusted endorsement among women gives you the third party validation that consumers look for at point of purchase - precisely when deciphering between your brand and the competition.

BRAND VALUE

When choosing between two brands at a similar cost,

95%
of women

say that the Women's Choice Award would make their decision easier

- WomenCertified, 2018



WEBSITES

The majority of consumers begin their journey online making your website a key factor in empowering her to choose you over the competition.

Women often look for visual graphics that reassure her she is making a smart choice for herself and her family. Prominently displaying your earned awards throughout your website will capture her attention as it has an instant emotional connection with women. It is a trusted third-party validation that will help build trust around your brand.

Kenmore products where to buy customer care

we have the innovation to amaze

Our trusted performance continues to be awarded by those who know us best — the consumers who have welcomed us into their homes for over 100 years.

view our awards see our history

WINNER AMERICA'S MOST RECOMMENDED WOMEN'S CHOICE AWARD 2021

cook, clean, livemore™

ALLIED Over 90 Years of Experience

Get a Free Moving Quote Today! Call 1-844-767-5290

Pay What You See, No Hidden Fees

Click Here for International Moves

- ✓ Covers all 50 states—even international moves
- ✓ Offers full value protection for your items
- ✓ Tons of convenient services, like storage and unpacking

GET YOUR FREE MOVING QUOTE

Moving From: Zip Code

Moving To: Zip Code

NEXT STEP

Click Here for International Moves

WINNER AMERICA'S MOST RECOMMENDED WOMEN'S CHOICE AWARD 2020

BEST SAFETY AWARDS

storkcraft

WINNER WOMEN'S CHOICE AWARD

The most recommended name in baby & kids furniture, as voted by women across America

"We are so thrilled to once again celebrate Storkcraft as a Women's Choice Award recipient, loved by 9 out of 10 of its female customers. It's truly an honor to be able to recognize brands that are doing it right, and it's even more special when a brand continues to earn this prestigious designation year after year."

WOMEN'S CHOICE AWARD

WOMEN LOVE OWENS CORNING

Owens Corning is honored to have earned the 2020 Women's Choice Award® as America's Most Recommended™ Roofing Products. This award is given by women for women. It is based on a national survey that measures brand preference by female consumers.

WINNER AMERICA'S MOST RECOMMENDED WOMEN'S CHOICE AWARD 2020

WEBSITES

RESTONIC

MATTRESSES PURCHASE WHY RESTONIC CONNECT 



Scott Living Signature Mattresses



Special Offers: Cover the Cost of Exam

Licensing Opportunities | Country/Language | Login | Register

EST. 1961
PEARLE VISION

EYE EXAM & INSURANCE

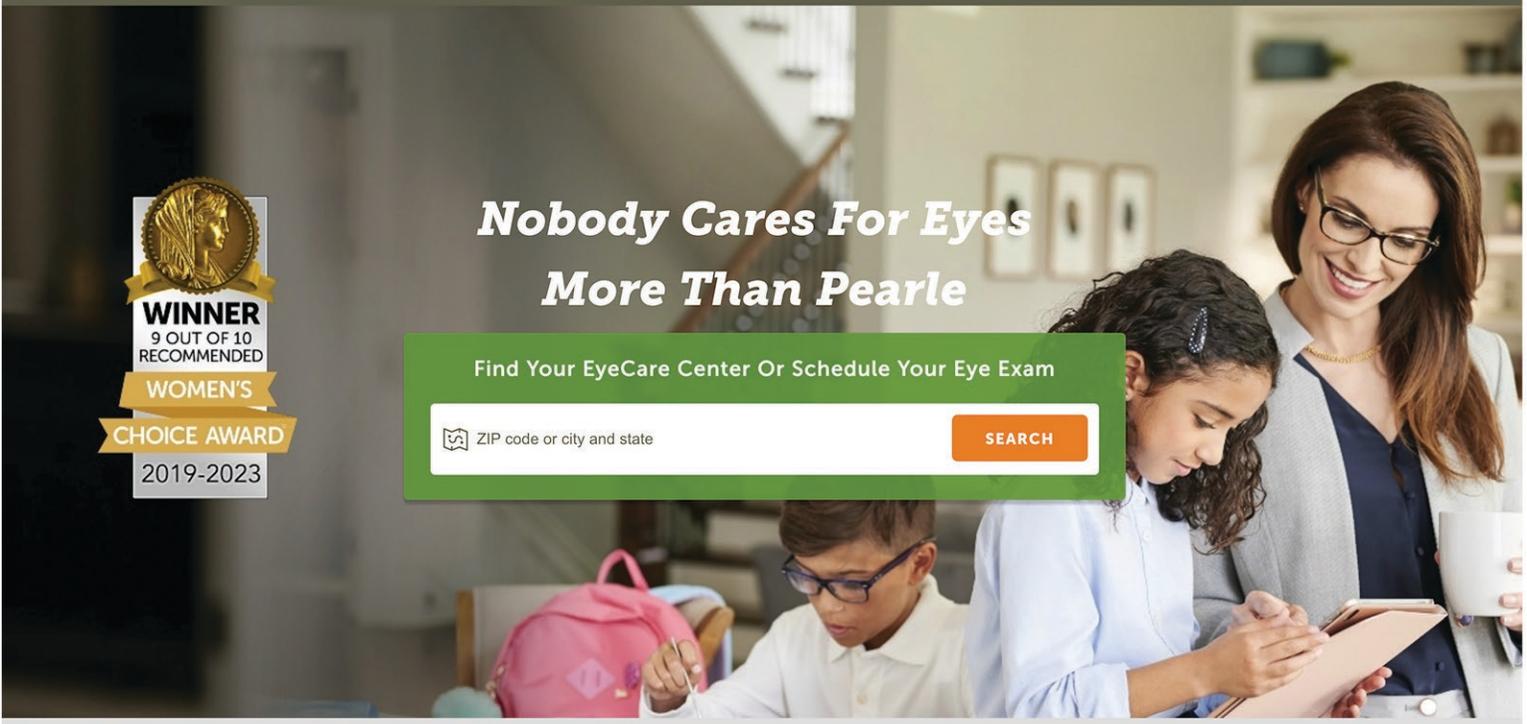
EYE HEALTH & CONDITIONS

BRANDS, FRAMES & LENSES

ABOUT PEARLE VISION

OFFERS & PROMOTIONS

 **SCHEDULE YOUR EXAM***



Nobody Cares For Eyes More Than Pearle

Find Your EyeCare Center Or Schedule Your Eye Exam

 ZIP code or city and state

SEARCH



WINNER
9 OUT OF 10
RECOMMENDED

WOMEN'S

CHOICE AWARD

2019-2023

DIGITAL MARKETING

Digital marketing is at the forefront of marketing. Awards are the perfect social proof that consumers seek to drive purchasing and decision behavior.

When combined with the right messaging, incorporating the Seal on your digital marketing campaigns will build your brand, establishing brand loyalty among current customers and building brand awareness and validation with new ones.

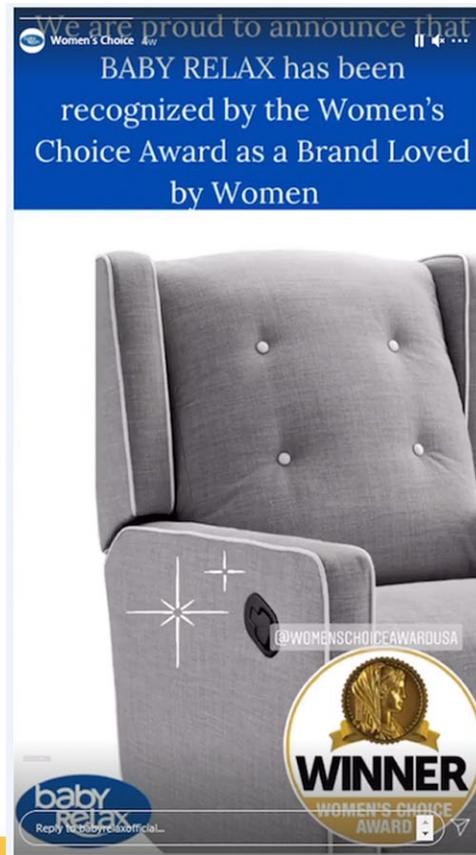


92% of women



would trust a brand more if it carried the Women's Choice Award seal

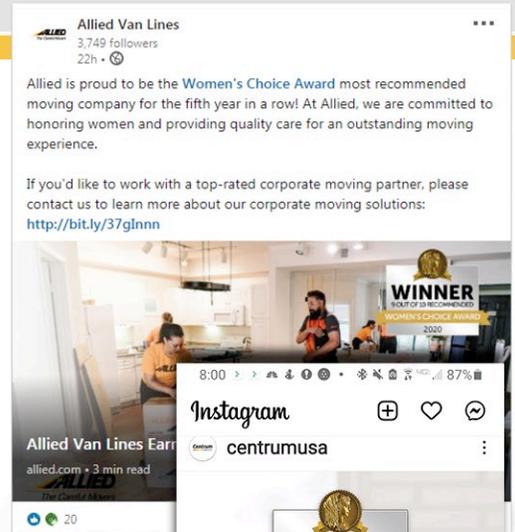
- WomenCertified, 2018



SOCIAL MEDIA

In today's digital age, consumers live simultaneously in the real and virtual world. It's imperative to create a symbiotic relationship between social media and brand experience. Leveraging the award seal as a trusted third party endorsement builds brand trust and value among your key target audience, converting interest into engagement.

There are few things more powerful than a third-party endorsement, and social media empowers consumers to become citizen journalists. - AdWeek, 2019



E-COMMERCE

Today is all about digital and e-commerce, which means she depends heavily on endorsements and ratings to help her identify the best brands. Add your award seal to your ecommerce pages to help differentiate your brand from the rest.

Graco Premium Foam Crib and Toddler Mattress in a Box - GREENGUARD Gold Certified, Non-Toxic, Breathable, Removable Washable Water Resistant Outer Cover

Brand: Graco
 13,285 ratings | 471 answered questions
 #1 Best Seller in Crib Mattresses

List Price: \$99.99
 Price: **\$69.99** Prime FREE Delivery & FREE Returns
 You Save: \$30.00 (30%)
 Get \$1.25 off: Pay \$69.00 upon approval for the Amazon Business Prime Card. Terms apply.

Available at a lower price from other sellers, potentially without free Prime shipping.

Style: Premium Mattress
 Ultra Dual Sided
 Premium Mattress \$69.99
 Ultra Dual Sided \$133.99

- Foam
- MATTRESS IN A BOX: This crib and toddler mattress ships compressed in a lightweight box for ultimate convenience. For optimal performance, unroll your mattress within 2 weeks of purchase to allow for proper expansion in a room temperature setting. The mattress cover is made up of 100% Polyester.
- WATER-RESISTANT, REMOVABLE, WASHABLE OUTER COVER: This crib mattress' soft outer cover is water-resistant, removable and machine washable. Gently unzip the outer cover, machine (or hand) wash in cold water (delicate cycle only), no bleach, and hang dry (do not place in dryer machine) to keep your child's sleep environment fresh, clean, and cozy.
- RECOMMENDED MATTRESS FIRMNESS FOR BABY: Recommended mattress firmness for infant's safer sleep. Mattress core made of high-quality, breathable foam to maximize air flow.
- BIODIVERSITY TESTED AND CERTIFIED: This mattress is GREENGUARD Gold certified, free of prohibited substances, lead, and mercury, meets or exceeds all applicable

Vtech Digital Video Monitor with Remote Access 7" - RM7764HD

Price: **\$149.99**
 258 ratings | 36 Questions

Overview

WOMEN'S CHOICE AWARD
 9 OUT OF 10 RECOMMENDED
 2022

RM7764HD
 7" Wi-Fi 1080p Pan & Tilt Monitor

Features: Tilt 100°, Plug & Play, Pan 360°

Beech-Nut Safety 1st Sweet Dreams 5" Firm Crib & 1 Thermo-Bonded Core, Polka Dot

4.4 (44) 2187 ratings | 910 comments | Walmart # 585812497

Price: **\$39.00**

Actual Color: Polka Dots

Free 2-day delivery
 Arrives by Sat, Jul 24

Free pickup today
 In stock at Vincennes, 650 Kimmell Rd

Non Toxic

Centrum Multi Multivitamin/M with Iron, Vitar Antioxidant Vit Free, Non-GMO

WOMEN'S CHOICE AWARD
 9 OUT OF 10 RECOMMENDED
 2022

Price: **\$16.58** (\$0.08 / c)

Coupon: 25% coupon orders only. Terms

Get 30% off eligible p Amazon.com when yo Max discount of \$10. L

May be available at a low without free Prime ship

Style: New

Size: 200 Count (Pack of 120 Count (Pack of 1)

Brand: Centrum
 Item Form: Tablet
 Specific: Bone Health
 Uses For: Support, Me
 Product: Product
 Unit Count: 200 Count

An Award Winning Multivitamin[^]

*Based on a national survey conducted by WomenCertified Inc.

Janome 15-Stitch Color Me Sewing Machine

5 (5) READ REVIEWS

Price: **\$155.00**
 or 4 FlexPay of \$38.75
 \$64: \$15.22

Customer Pick

WOMEN'S CHOICE AWARD
 9 OUT OF 10 RECOMMENDED
 2017-2021

Single Payment of \$35.00

EXPRESS BUY ADD TO BAG

Belli Acne Control Spot Treatment

WOMEN'S CHOICE AWARD
 9 OUT OF 10 RECOMMENDED
 2017-2021

Price: **\$17.00**

UPC: 792734300333

Availability: Usually ships within 48 hours

Quantity: 1

ADD TO CART

Like 0 Tweet Save Share 1

PRINT

Your story may fall flat if you're the only one telling it. From journalists looking to provide your brand with earned media, to customers inquiring on the validity of what your product is promising, the Seal sings your praises.

Your brand is not what you say it is. Your brand is how your customers and prospects perceive your company.

- Crowdspring, 2019

Awards & Recognitions

INTERNATIONAL PAPER

FORTUNE
WORLD'S MOST ADMIRABLE COMPANIES 2020

ETHISPHERE
WORLD'S MOST ETHICAL COMPANIES 2007-2020

BEST COMPANIES TO WORK
FOR DIVERSITY & MILLENNIALS
WOMEN'S CHOICE AWARD 2020

FTSE4Good

Fortune Magazine
World's Most Admired Companies®
2020 for 17 years

Ethisphere Institute
World's Most Ethical Companies®
2020 for 14 consecutive years

Women's Choice Award®
2020 Woman's Choice Award Best Companies to Work For Diversity & Millennials

FTSE4Good
Member of the FTSE4Good Index Series for demonstrating strong Environmental, Social and Governance (ESG) practices

HOW DO WE MEASURE UP?
Compared to other home warranties, our contractors has a lot more to offer. See for yourself.

	American Home Shield	Other Companies	Industry Average
Covered home appliances	21	18	17
Covered A/C components	Yes	No	No
Covered roof	\$1,000	\$1,500	\$2,000
Homeowner fee	\$3,000	\$1,500	\$2,000
Homeowner deductible	\$100	\$100	\$200
Homeowner co-pay	\$0	\$0	\$0
Service of replacement parts	Yes	No	No
Service of replacement labor	Yes	No	No
Peak operation and setback	Yes	No	No

WHY CHOOSE AMERICAN HOME SHIELD?
Because we're America's most preferred home warranty, with more than 18 million homeowners depending on us every single day.

Be sure with the Shield.®
Get your FREE quote today.
CALL 833.290.6529
VISIT ahsbuyonline.com

Shield Agents available:
Maine: 603.236.0000 CT: 860.236.0000

THE A/C BREAKS. YOU KEEP YOUR COOL.
More details inside.

FREQUENTLY ASKED QUESTIONS

Q. My home's systems and appliances are old. Will American Home Shield cover them?
A. Yes. No home system or appliance is too old!

Q. Do I need an inspection or maintenance records before I can buy coverage?
A. Nope! We make getting coverage easy.

Q. What's a Trade Service Call Fee (TSCF)?
A. It's the fee you pay for each trade (electrical, plumbing, HVAC, appliance) requested to complete a service request. You can choose from three options of \$75, \$100 or \$125 when you purchase your plan.

Q. How do I know your service contractors are reliable?
A. We use licensed, independent contractors in our network, and we use a unique survey system to ensure we only use the best.

PEOPLE LIKE US, OFFICIALLY.

With American Home Shield, you have a plan when things don't go as planned.

Santa Margherita
FOR WHO YOU ARE

A HISTORY ROOTED IN RESPONSIBLE WINEMAKING

- SUSTAINABLE
- VEGAN-FRIENDLY
- ECO-FRIENDLY
- ENERGY EFFICIENT

2019 WOMEN'S CHOICE AWARD
9 OUT OF 10 CUSTOMER RECOMMENDED MATTRESS PROTECTORS

AMERICA'S WOMEN HAVE SPOKEN.

Serta is proud to have received the highest recommendation rating in a nationwide survey of thousands of women conducted by WomenCertified®, a leading marketing and research firm focusing on women.

WHAT NEXT?

Available at:
Walgreens Walmart

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WHAT NEXT?

Available at:
Walgreens Walmart

2014 - 2021 WOMEN'S CHOICE AWARD
Women's Choice for seasonal eye discomfort.

TRP
The Relief Products®
Stay Healthy, Naturally.™

Available at:
Walgreens Walmart

PRODUCT PACKAGING

Your packaging may be the first connection consumers have with your product.

Incorporating the Seal allows your brand to make an emotional connection with the consumer, building brand trust and increasing their propensity to choose your product.

30% of consumers

base their buying decision on packaging

- Uppercut Box, 2018



NEWSLETTERS & PRESS RELEASES

Women are decision makers and value recommendations, referrals and brands that reflect what matters most to her. In today's cluttered market, she has more choices than ever and seeks a trusted third party endorsement to validate her choices. The WCA seal delivers the trusted, third party validation that she seeks and gives her the confidence to choose your brand over others based on the experience of other women. Share the news with your community and staff through newsletters, press releases and other community outreach.



**FARM FRESH
EGG-LAND'S
BEST**

MENU

WOMEN'S CHOICE AWARD® AGAIN NAMES EGGLAND'S BEST AS AMERICA'S MOST RECOMMENDED™ EGGS

February 16, 2021

Eggland's Best Eggs and Hard-Cooked Peeled Eggs Honored in 2021



WINNER
AMERICA'S MOST RECOMMENDED
WOMEN'S CHOICE AWARD
2021

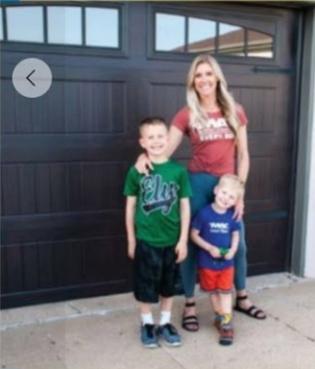
Cedar Knolls, NJ – February 16, 2021 – Each year, the Women's Choice Award® sets out to help women make informed choices for themselves and their families based on the experiences and recommendations of women across the nation. Now, the leading advocate for female consumers has once again named Eggland's Best (EB) America's Most Recommended™ Eggs as well as America's Most Recommended™ Hard-Cooked Eggs.

An impressive achievement to be voted the most recommended egg for seven years in a row, especially considering that women account for 65% of all food purchases" said Delia Passi, CEO and Founder of the Women's Choice Award®. "Women across America are mindful of the choices they make for themselves and their families, so this seal of approval reaffirms that Eggland's Best is committed to exceeding women's high standards of quality."

INDUSTRY NEWS

For the 10th Consecutive Year Overhead Door™ Brand Earns Women's Choice Award® for 'America's Most Recommended Garage Door Brand'

During their 100th year anniversary, Overhead Door™ Brand has earned the 2021 Women's Choice Award® by WomenCertified Inc® for 'America's Most Recommended Garage Door Brand' for the 10th consecutive year — an honor based on customer ratings and a national survey distributed to up to 200,000 women.



"Once again earning the honor of 'America's Most Recommended National Garage Door Brand,' it's clear our top-quality garage doors and innovative solutions continue to resonate with women, who make up the most powerful buying force in the market," said Christian Morrow, Senior Brand Marketing Manager for Overhead Door™ Brand. "As Overhead Door™ Brand celebrates our 100th year anniversary, earning this achievement for the 10th-consecutive year shows that we are consistently hitting the mark for our customers and delivering unmatched performance and satisfaction."

For a decade, products and services that earn the Women's Choice Award designation have been the most recommended by female customers worldwide. As a recommendation of brand loyalty and long-term use, it is an indicator of a brand that empowers women to choose themselves and their families.

For more information, visit [www.overheaddoor.com](#)

Furniture Today

HOME TEXTILES WEEK
— NY Market Week. In Person & Online.

The Online Hub for Fall Market Week Business
GET THE DETAILS!

Part of the BRIDGE TOWER MEDIA network

News Markets Products Research Opinion Video TotalHomeMarket Classifieds Events Issues

PureCare Racks Up Women's Choice Award for 6th Consecutive Year

Press Release • May 24, 2021

This press release is submitted and shown here in its original form, unedited by Furniture Today.

PHOENIX (May 24, 2021) – PureCare, the wellness-focused bedding essentials manufacturer, continues to lead the category with its fifth consecutive Women's Choice Award for the brand's weighted

Editors' Picks

- LA/Long Beach ports move toward 24-7 operation
- Mattress Firm files

BROADCAST & VIDEO

Amplify your marketing message by leveraging your awards on video and audio, which leaves a powerful, lasting impression. The Seal gives customers the 'extra push' needed to take action, driving sales and conversion among customers and prospects.

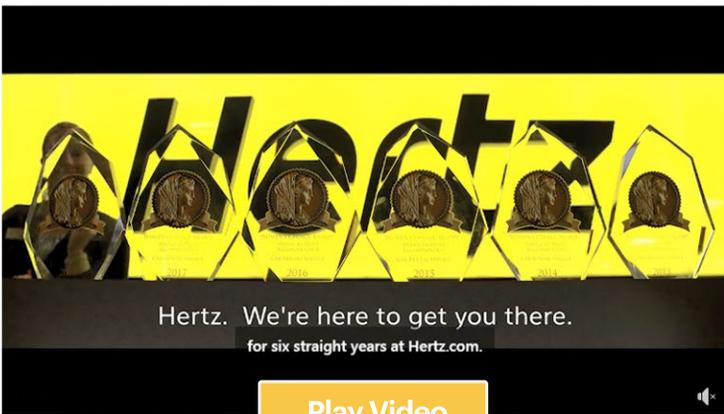
Video marketing is a great way to build trust and increase awareness and there's very little that rivals video when it comes to engagement. While YouTube is a successful video site, it's also a major search engine with over 4 billion searches per month.

With the Women's Choice Award seal and messaging, we sold over 2,000 mattress protectors in under 10 minutes — much more than we've sold in previous QVC segments!

- PureCare



Hertz April 27, 2018
Women's Choice Winner
 Thank you for making Hertz the winner of the Women's Choice Award® for the sixth cons... See More



Play Video



Play Video



Play Video



Play Video

TRADE SHOWS, RETAIL PITCH DECKS & BUYER INFO

Your meetings with a retail buyer might be the most important 30-60 minutes of the year for your brand. It's here that the retailer will decide to carry (or keep carrying) your products. Make a lasting impression on the buyer by showcasing your awards at trade shows and in buyer pitch decks. When they see your brand has earned the Women's Choice Award they will know that you have the endorsement of their most important customer: women.



WORD-OF-MOUTH & INFLUENCER MARKETING

The Seal empowers people to help you build your brand. Whether utilizing influencers or word-of-mouth marketing, the Seal empowers your customers and influencers to become your biggest brand ambassadors, providing a source of validation for their beliefs, and a turnkey tool to harness the collective voice of women.

Instagram Post 1:
User: trendyheidi • Following
Location: Columbus, Ohio
Caption: With this house flip, choosing a roof that is durable, dependable, and reputable is important. A roof instantly helps with energy efficiency and can provide a sense of safety because it protects your home from the elements while improving the home curb appeal. Our goal for this house was to find a shingle that was cost effective and performs well under various Ohio weather conditions.
Text: We chose @owenscorningroofing because it is a quality brand and is also backed by @womenschoiceawardusa. We chose Oakridge Shingles in the color Onyx Black for this house. These architectural shingles provide long-lasting performance and striking
Engagement: Liked by owenscorningroofing and 2,545 others
Date: MARCH 24

Instagram Post 2:
User: coconutbliss • Following
Caption: Cheers! 🥂 What deliciously organic pint are you digging into today?
Text: @bloatingbelly_co
Engagement: Liked by bloatingbelly_co and 261 others
Date: JULY 21

Instagram Post 3:
User: gonzo_grown • Following
Text: Paid partnership with purecare_home Davie, Florida
Caption: How do you watch scary movies? Annabel prefers to watch cozied up and bear 🐻 feet 🐻
Text: We're snuggled up and cozy with our @purecare_home weighted blankets. I've been using mine since I shared with all of you in December. It comes in a 15 lb and 20 lb version, and there
Engagement: Liked by everydaywithember and 1,723 others
Date: APRIL 21

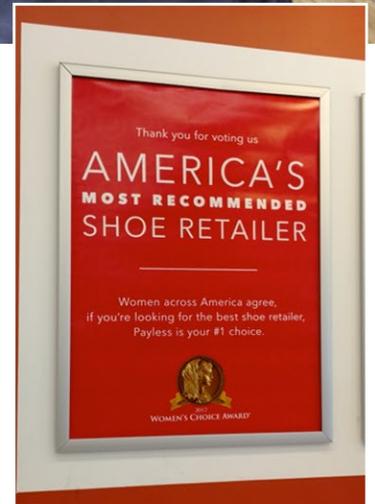
Instagram Post 4:
User: jennifermaune • Follow
Caption: VTech Video Monitor Black Friday 50% Off
Text: I can't believe this guy will be 7 months in a few days! I wanted to make sure you know our @VTechUSA digital video monitor is discounted for Black Friday to 50% OFF exclusively at Target. Between our six kids, we have used several monitors and I love ours (model RM5764-2HD) because it has two cameras for monitoring different rooms and I can use my smartphone or tablet for monitoring from afar! I can also talk through it and play lullabies...and it won the Women's Choice Award. Check out this video to see all the features. This would be
Engagement: 11,241 views
Date: NOVEMBER 27, 2020

Video Player:
2:31 / 5:37
Play Video

RETAIL

From shelf-talkers and window clings to Women's Choice Award retailtainment programs across America, integrating the Seal provides your brand with a "Halo Effect", as it spotlights your products as those that women and moms trust and would highly recommend.

It's the point-of-purchase endorsement that allows customers to feel confident in choosing your brand over the competition at exactly the right moment - driving brand loyalty and sales.



THE POWER OF ENDORSEMENT



TRP experienced a 26.7% increase in year-over-year sales after adding the Women's Choice Award seal to packaging. "Based on the feedback that we are receiving from retail chain buyers, we believe that the Women's Choice Award has absolutely been a contributor to our success."

Ray Hanson, Executive Vice President



"Our research confirmed that products with the Women's Choice "seal of approval" drove incremental purchases and actually had higher value than nearly every other accolade."

Gordon Ho, Chief Marketing Officer



"Having the opportunity to work with the amazing team of women behind Women's Choice Award and their talented group of Mom Bloggers has been a wonderful experience for the VTech team. From the thorough details to the loving baby pictures shared by the Mom Bloggers in using VTech Video Baby Monitors, this has made the program that much more unique thanks to the organic feedback. We love how each Mom Blogger has her own unique style and story to share of how helpful the baby monitor has become in her life."

Gagan Sidhu, Marketing Communications Coordinator



"In my 12 years on Walmart I've never seen such an incredible post promotional lift on an item that's "demo'ed". During the WCA Back-to-School Bonanza event, there was a 22% sales lift on average and now we are consistently doing 17% more a week. Plus, this event enhanced 3 of our buyer and replenishment relationships and sets us up for displays next year at this time, which would not have happened had we not played in these WCA events."

Leslie Godwin, Director of Walmart, Hain Celestial



"The team at WomenCertified has conducted in-depth research on matters critical to our company's growth and direction. They have provided consulting advice to translate the results into valuable market segmentations and strategies. The team is highly professional and organized at every step of the project process...from initial discussions and methodology to project updates, data analysis and presentation findings. We are eager to continue working with WomenCertified and tap into their vast offerings to support our goals for consumer engagement and sales growth initiatives."

Bob Boyle, Director of Brand Management



"Our retailers and consumers alike love to see that our products have earned the Women's Choice Award seal. Unlike many "seals of approval" that are available for purchase, the Women's Choice Award seal is earned through a process of survey and approval ratings from consumers. This speaks volumes to the end consumer who can now purchase with confidence knowing that other women are recommending our products based on personal satisfaction."

Sarah Budensiek, VP of Marketing & Creative



"Being a part of such a large brand, I work with a variety of partners. Women's Choice Award has demonstrated and proven such a depth of resource and partnership that they have become one of my first calls to support my campaign goals. They stand behind their commitment not only to their constituents but also to those brands they represent. I've received an invaluable ROI through the relationships that I've built as a partner with WCA that is a refreshing benefit to our advertising reach. The professionalism lends to loyal customers and business relationships. It's like a Golden Ticket of partnerships for marketing—now they just need to wrap it in chocolate."

Wendy Holtz, Marketing Manager



WomenCertified, a leader in studying the female consumer, has the perfect solutions to keep your finger on the pulse of her purchasing behavior.

There has never been a better time than now to get her attention. Women like to make decisions based on emotion and trust and validation and the Women's Choice Award, by WomenCertified provides her with all three. We offer brands multiple avenues to reach and engage with women on a deeper level via a **series of programs designed to generate access, influence and insight** for your brand.



Research

Looking to gather brand insights from women? Look no further!

[Learn more »](#)



Retail

The only retail program backed by the endorsement women trust!

[Learn more »](#)



Speaking & Training

Transform your sales force and motivate your future leaders.

[Learn more »](#)



Influencer Marketing

Tap into our social media platforms and influencer community.

[Learn more »](#)



WOMEN'S CHOICE AWARD®

As a partner in the WCA program you get more than just seal usage rights. We offer a turn-key marketing to women program created to engage your most important customer with trust and validation throughout the year!

Our team is dedicated to your success and available when you need us – think of us as an extension of your team.

Feel free to reach out for strategy, service, or questions or if you are new and would like more information on the Women's Choice Award® program contact

Kathi Waldhof

kwaldhof@womenschoiceaward.com

or call 954-922-0846 ext. 2

www.womenschoiceaward.com