

**Which?**

# Which? **Best Buy** Endorsement

**‘Which? endorsement is a mark of excellence.’**



## **Which? Best Buy**

Each month we conduct independent and extensive tests on hundreds of products. We compare every aspect of a product's performance, it's specification against exacting criteria and more importantly using test programs that are put together by scientists to reflect the expectations of consumers when using the product. Only the top-scoring products in the market are recognised as a Which? Best Buy and so reserve the right to benefit from this endorsement.

***‘Every year Which? puts thousands of products and services through our independent, rigorous tests and surveys. We only endorse the very best products, services and providers. That’s why our endorsement logo can help you stand out.’***

## **Which?, the trusted voice of consumers**

Which? is the UK's largest consumer organisation, with more than 1.2 million members and supporters. Our advice helps consumers make informed decisions, our campaigns work to make consumers' lives fairer, and our products and services put consumers' needs first.

## **Make your product stand out**

If your product receives a Which? Best Buy, you have the opportunity to purchase a licence and benefit from the Which? endorsement by using the Which? Best Buy endorsement logo in your marketing material, along with a short quote direct from our review to explain why Which? has endorsed your product.

## **Which? endorsement**

The aim of the endorsement scheme is to publicly recognise the very best products available in the market as it allows them to stand out in the crowded marketplace. As a completely independent social enterprise, a Which? endorsement logo truly reflects what we think, and not what others want us to say.

## **Eligibility to use**

A Which? Best Buy endorsement cannot be requested. To benefit from the scheme, a product must have achieved a Which? Best Buy through demonstrating excellence in our rigorous tests.

Our results are then published in both our magazine editions and on our website - [www.which.co.uk](http://www.which.co.uk). Please note, the content of our website and magazines is only available to our members. Therefore, you must have purchased an endorsement licence to allow you to share the results publicly with consumers and competitors.

***‘Seven in 10 consumers say that a Which? Best Buy logo is likely to positively influence their decision on what product to buy. A third of consumers say they are likely to increase their budget to buy a Which? endorsed product or service.’***

## **Licences**

We recognise that products and services are marketed differently and that's why we offer three licence tiers for you to choose from depending on your marketing strategy and budget. The pricing structure of each licence tier is also set to reflect how companies are able to use the logo and the relative value of using a Which? endorsement. Any profit we receive supports our campaigning and charitable work for UK consumers.

## Which? **Best Buy** Endorsement (continued)

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### **Tier 1 - £15,000 +VAT**

- » Broadcast: TV and radio
- » Non-broadcast: Billboards, print advertising, online including retailers' websites, banner adverts and social media
- » On-pack and point of sale

### **Tier 2 - £7,500 +VAT**

- » Non-broadcast: Billboards, print advertising, online including retailers' websites, banner adverts and social media
- » On-pack and point of sale

### **Tier 3 - £2,500 +VAT**

- » On-pack and point of sale (offline)

Please contact the Endorsement Scheme Team for further details on how the logo can be used for each tier (or request a copy of the user regulations).

The endorsement logo can only be used to promote the product that has been endorsed by Which? and it must be made clear in all marketing material what product the logo is associated with

**6 in 10 people said that any Which? endorsement icon would be likely to have a positive influence on their decision.**

### **Duration of your licence**

The duration of all our licences is six months with the option to upgrade to a 12 month licence in specific categories, if eligible. Please note, a 12 month licence is twice the cost of a six month licence.

### **The terms of your licences**

To make the licencing process quick, transparent and as simple as possible, the terms of our licences are fixed and non-negotiable. This is why the licence terms and user regulations are clear and fair for all companies.

Please be assured that our team is on hand to help and will be happy to advise you on how to make the most of your logo so that it is compliant with the terms of your licence.

### **How to apply for a licence**

Obtaining a licence to use a Which? endorsement logo couldn't be easier. All you have to do is:

1. Complete and return the application form to [endorsementscheme@which.co.uk](mailto:endorsementscheme@which.co.uk):
  - ✓ You and your company's details
  - ✓ Contact details for the person the invoice should be sent to
  - ✓ The PO number, if applicable
  - ✓ The licence tier you wish to purchase

2. The invoice will then be sent to you within 24 working hours followed by the licence agreement, which is ready to be signed and returned.

3. Once we've received both the payment and the signed licence agreement, we will send you the endorsement logo ready for you to use in your marketing material.

### **How to pay for your licence**

Given that payment needs to be processed immediately, we've made this as easy as possible for you by accepting payment by BACS, CHAPS, credit card or cheque payment.

To help us track your payment, please include the invoice number as a reference on your payment.

### **What happens when your licence expires?**

We ask that any marketing material you produce featuring the logo is made with the expiry date that you are advised of in mind. To help you have continuity in using the logo and the licence, the team will aim to contact you 2-4 weeks prior to the expiration date of your licence to confirm whether you are eligible to renew. Should you be eligible and wish to renew your licence, the same application process will apply.

If you're not eligible or decide not to renew, you will be asked to ensure that you remove the logo from your marketing material on the licence expiry date as per the terms of the licence agreement. Please feel free to contact the team should you have any questions about this. Our research team is always happy to answer questions regarding your eligibility and performance in our testing and analysis.

### **Continuing to use logo post expiration of licence**

Should you fail to remove the logo accordingly, you may be held liable for unauthorised use of the logo. As a result, you may be obligated to renew your licence agreement. Please note that each situation will be assessed by the team on an individual basis and a decision will be made based on the number of reminders sent to you. Please be assured that we will continue to maintain consistency in our decisions and act fairly to all companies.

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### **Contact us**

**If you have any questions about the endorsement process you can visit our corporate hub**

[www.whichcorporate.co.uk](http://www.whichcorporate.co.uk)

**Or contact the Endorsement Scheme team:**

**Telephone: 020 7770 7570**

**Email: [endorsementscheme@which.co.uk](mailto:endorsementscheme@which.co.uk)**

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