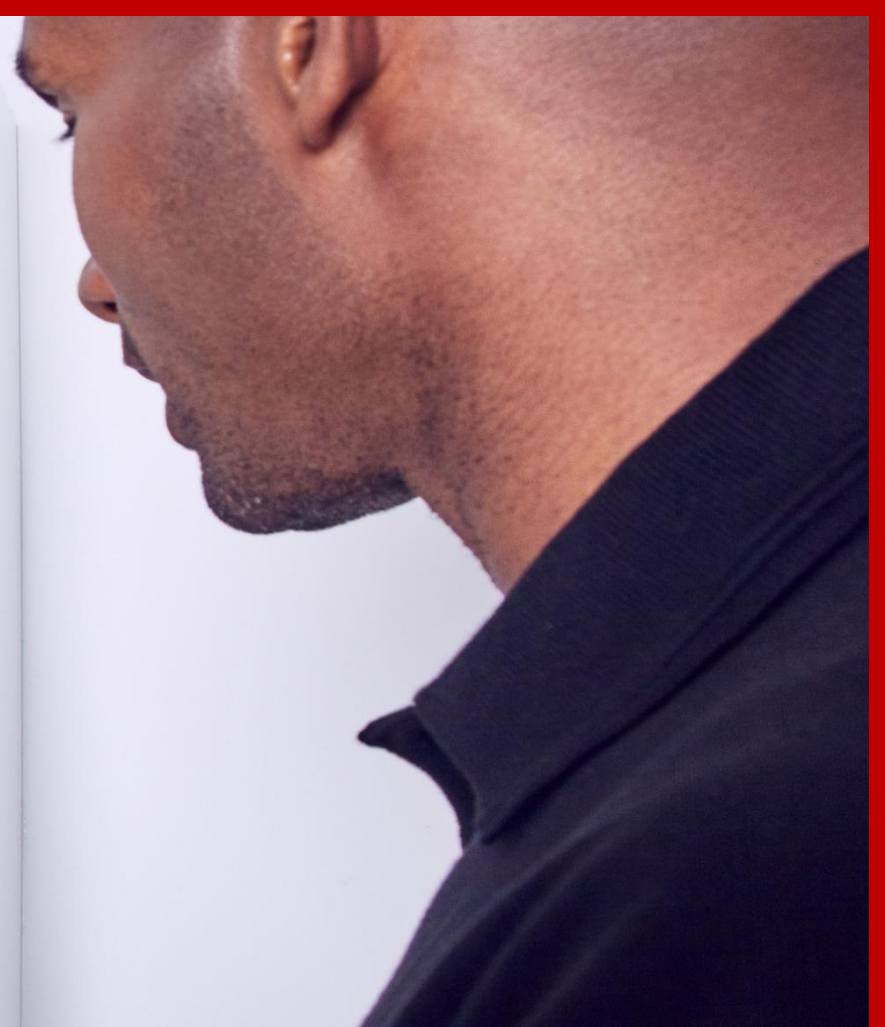




ARISTON

ARISTON PRODUCT ENDORSEMENT

April 2017

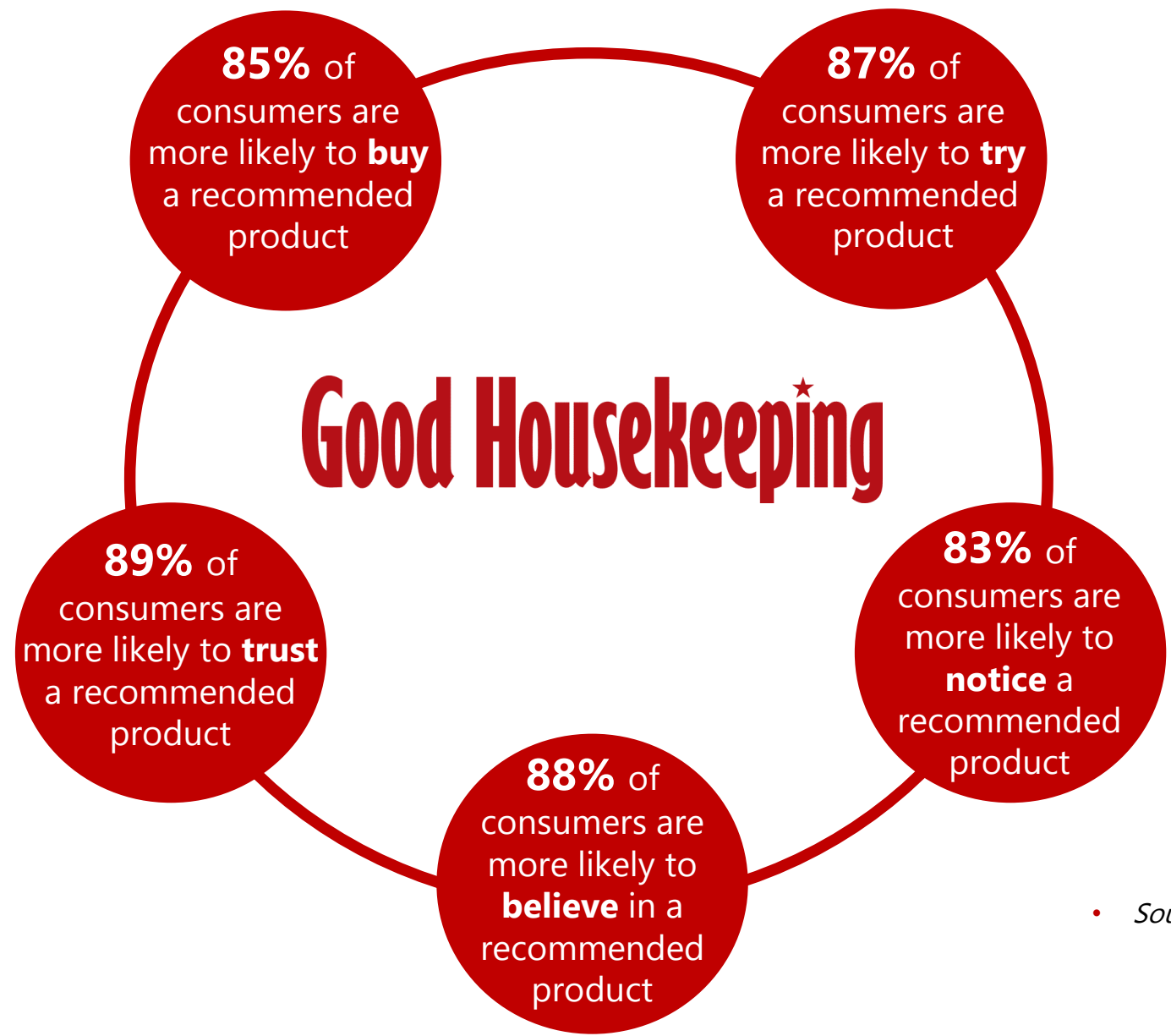
Good Housekeeping[★]

OVERVIEW

- 🏠 **Good Housekeeping** magazine has an ABC accredited circulation of **454,697**. Its website GH.co.uk has **735,000** unique users, while the brand also has **600,000** social followers.
- 🏠 **Good Housekeeping** is a recognised and influential consumer brand, with a core audience group of females aged 30-55. **These** are the key consumer decision makers, especially in the instance of a distress purchase – e.g. a boiler breakdown.
- 🏠 Unlike **Which?**, Good Housekeeping tests products as they are used, resulting in impartial reviews and influential consumer advice. There is also a much larger sample size (minimum of **100**) used to test the products. Besides **Which?**, Good Housekeeping is **the only other UK consumer publication which does product testing at this level.**
- 🏠 **89%** of Good Housekeeping readers and **69%** of non-Good Housekeeping readers are more likely to buy a product with the **“Good Housekeeping Reader Recommended”** endorsement



THE INFLUENCE OF GOOD HOUSEKEEPING MAGAZINES



• Source: Tpoll Research, May 2015 (2,500 readers)

GOOD HOUSEKEEPING MAGAZINE

Readers of the critically acclaimed Good Housekeeping magazine test a variety of household products each year to compile a list of Good Housekeeping Reader Recommended products.

The GH Reader Recommended panel was asked to comment on their Ariston Boiler experience. The consumers were sent a questionnaire requesting them to comment on their boiler in four main areas:

- 🏠 Ease of use
- 🏠 Performance/effectiveness
- 🏠 Overall acceptability
- 🏠 Propensity to purchase
- 🏠 Propensity to recommend the boiler



ARISTON GETS THE THUMBS UP FROM GOOD HOUSEKEEPING READERS

We are excited to announce we have secured Good Housekeeping Magazine’s Reader Recommended Status for 2017. Good Housekeeping magazine, which boasts a readership of 1.5 million UK consumers, awarded us the status following an independent study conducted with 13,000 readers with an Ariston boiler.

Judging Area	Score
Performance/effectiveness	PASS
Ease of use	PASS
Overall acceptability	PASS
Propensity to purchase again	PASS
Propensity to recommend	PASS

SURVEY PERFORMANCE

PERFORMANCE STATISTICS FOR ARISTON

- 🏠 90% are happy with their boiler's heating and water performance.
- 🏠 Overall, 84% rate their boiler as very good/excellent.
- 🏠 78% are likely to recommend their boiler to a friend or family member.
- 🏠 75% are likely to buy another boiler from Ariston in the future.

PERFORMANCE VERBATIM FOR ARISTON

- 🏠 'Excellent value, has cut the gas bill by a large amount.'
- 🏠 'Happy so far, new had no fixing kit, however customer service resolved problem. Excellent customer service shipped parts direct for engineer to install.'
- 🏠 'Seems to be quite efficient and energy saving, so far no problems. Serviced regularly and so far no problems found.'
- 🏠 'Very satisfied and repair service has been excellent.'



