

Belgian Marketing Company of the Year

With this award we want to foster best, meaningful marketing practices - based on a strong customer centric strategy - which deliver superior business results. This award is for the company that best managed to overcome unexpected challenges, showed thought leadership and hence succeeded to sail through rough seas while staying true to its strategy, delivering superior business results and acting in coherence with the Meaningful Marketing framework

Criteria:

- The brand, company or organization exists/is active on the Belgian market for more than 5 years.
- Within the company/organization, marketing has for years played a clear, leading role in determining vision, purpose, strategy and business operations, i.e. customer-centric entrepreneurship has been successfully integrated into strategic business operations.
- The brand, the company, the organization has an impeccable reputation
- The brand, the company, the organization has implemented a successful customer-centric innovation/transformation over the past 3 years.
- In recent years the marketing team has built bridges between value chain, internal functional divisions, consumers/customers and stakeholders/environment.
- The brand, company, organization contributes/is willing to contribute to the promotion of the marketing profession by actively promoting its marketing vision and sharing its knowledge (with the aim of spreading vision and knowledge to the wider audience).
- The case concerns an organization in the Adulthood phase of the lifecycle.