

Young 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. However, this award is for the young 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 less than 5 years and for at least 2 years.
- The brand, company, organization has an impeccable reputation
- The brand, company, organization has introduced a successful customer-centric innovation in the period between 2 and 5 years.
- The brand, company, organization is willing to contribute to the promotion of the marketing profession by actively promoting its marketing vision and sharing knowledge (with the aim of spreading to the wider audience).
- The case concerns a brand, company or organization in the start/development phase of the lifecycle.