THE BELGIAN MARKETING AWARDS

Young 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 an award for the company demonstrating a superior marketing practice and thought leadership Meaningful Marketing, hence succeeded to deliver superior business results.

General selection criteria: The case concerns the performance of brand, a company or organization, not a campaign.

- The case is about a brand, a company or organization that is active on the Belgian market and makes strategic marketing decisions in Belgium.
- The brand, company or organization can demonstrate a customer-centric corporate culture / a customer-driven decision making policy.
- The brand, company or organization demonstrates innovation & leadership in the field of marketing, inspired by BAM's meaningful marketing framework.
- The brand, company or organization can present successful (business) results and it is likely that the organization is and will remain successful in the future
- In addition to the successful business results, the brand, company or business can demonstrate a positive impact on society.
- The brand, company or organization has found a distinctive/unique way to fulfill a customer need with its (portfolio of) products/services.
- The brand, company or organization has implemented Martech and/or Data innovation capabilities
- The brand, company or organization operates in an Ethical way, with respect to the privacy of its customers.
- The way in which the relationship with the target group is initiated or maintained, is or remains innovative (innovative)
- The case hasn't been elected as a finalist for the Belgian Marketing Awards in the last 3 years

The specific criteria for Young Marketing Company of the year:

- The brand, company or organization exists/is active on the Belgian market for less 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 this means :

    - Compliant with ICC advertising and Marketing Communication code
    - Compliant with self regulation codes of professional organizations

- The brand, the company, the organization has implemented a successful customer-centric innovation/transformation over the past 2 à 3 years.
- In recent years the marketing team has built bridges between value chain, internal functional divisions, consumers/customers and stakeholders/environment.
- The case concerns a brand, company or organization in the start up or scale up- phase of the lifecycle