

BEST BRANDS AWARDS

Welcome
Spring

9TH EDITION



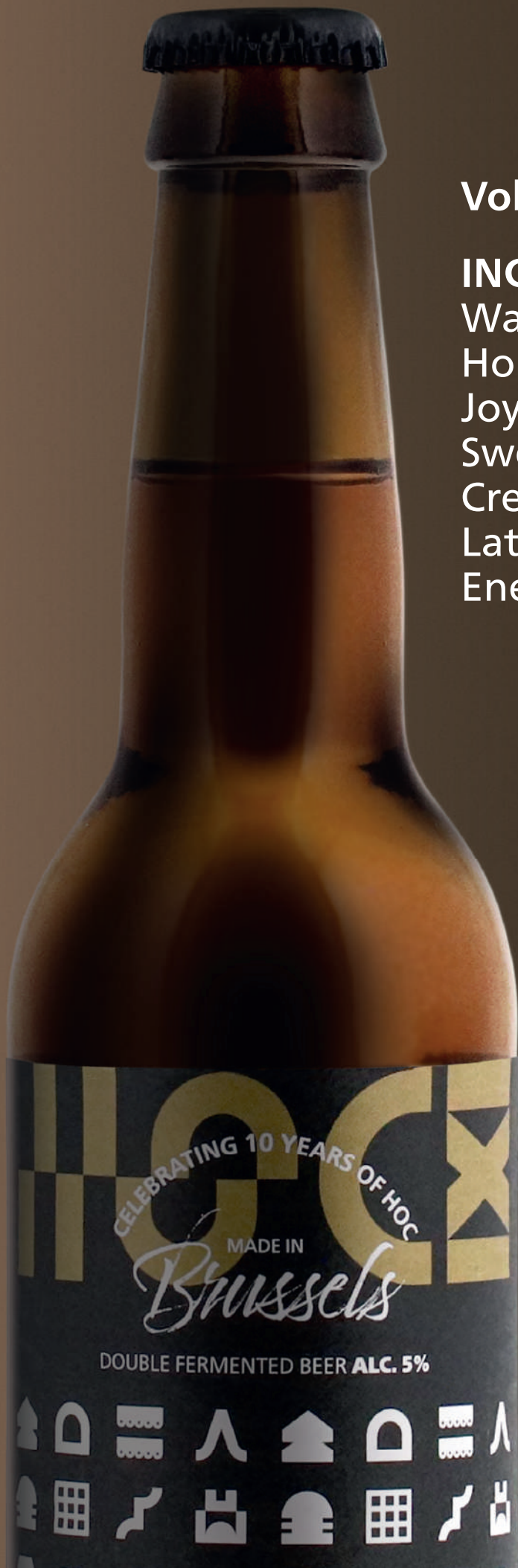
METHODOLOGY
WINNERS
2024



An NIQ
Company

SERVICEPLAN
HOUSE OF COMMUNICATION





Vol. 33cl

INGREDIENTS:

Water, Barley malt, Spelt,
Hops, Sugar, Yeast,
Joy, Tears, Guts, Pain,
Sweat, Teamwork,
Creativity, Meetings,
Late nights, Passion,
Energy, Stress, Trust...

10 years ago, the Bavarian-based House of Communication opened its doors in Belgium. So, how best to celebrate a Belgian and German story than by brewing our own beer to celebrate 10 years of HOC? Let's have a drink together. house-of-communication.be

SERVICEPLAN GROUP
HOUSE OF COMMUNICATION 



Welcome Spring

Best Brands 2024

Already the 9th edition of our Best Brands Awards this year, 2024!

Every year we are looking forward to knowing the winners in the 20 different vertical sectors, but also the winners and top 10 of brands in the category which we call 'The Best of Best Brands', let's call it the general ranking cross over all vertical sectors. And this year we are adding a thematic ranking, which we have called the Best Momentum Brand, the brands who came in a special way on the Belgian consumers' radar, or who could realize a special visibility in the Belgian market. Just like every edition, we have surprises and confirmations within the individual vertical rankings. I won't exercise my power to spoil in this editorial what you will read in the magazine, and I won't go into detail of all the specific rankings, but some interesting changes have taken place.

In this 9th edition of the Best Brands Awards Show in Belgium, as a communication agency CEO, I want to focus specifically on the definition of Best Brands. The way we have defined it until now, was that a Best Brand is a brand that is economically successful but that can also steal the heart of the consumer. Throughout the different editions of Best Brands, we have seen that the 2 main KPI sets, "Share of Wallet" and "Share of Soul" co-influence and balance each other in order to get a winning Best Brands score at the end of the day. Brands with only high market share and lower "Share of Soul" scores, will progressively lose the emotional connection with the consumer and will lose in the mid long run the preference of the consumer. Brands with a high "Share of Soul" score, but who cannot convert into an increasing market share, will not create value and will end up with a weak brand equity. The only choice these brands will have is to become niche brands or stay brands with fans but without economical value creation.

I would like to elaborate value creation a little bit... When we hear value creation we immediately think about 'money' or 'profit', which stays of course the most important currency to measure a success of a brand, a company. But money is most of the time the result of another currency, which is a collection of some other more immaterial parameters which one could call relevance, or impact. Impact is often

used in the most narrow meaning of the word in the context of "sustainability" discussions, but it could also mean the impact a brand has on the individual consumer in terms of relevance. Is this brand a day-to-day companion for me? In other words, is this brand creating value for me in one or another way? Is this brand completely aligned with my personal values? Is this brand an extension of myself and how I behave in society? Can I belong to the world of this brand? Especially younger generations of consumers - call them the 15 to 25'ers - are very keen on using brands to confirm the subculture they are belonging to. Micro-subcultures become almost personal brand cultures and it is in this arena where brands and the new gladiators - call them 'influencers' or in the world of TikTok 'creators' are thriving. No brand - traditional or newly emerging - will escape the influence of this new currency, because the new consumer, and that's the one who is deciding on the Best Brands ranking, wants to know "what's in it for me?" and that's fortunately not only the lowest price.

This is maybe also the reason why some of the brands in this category are not always belonging to the "usual suspects".

I wish you an interesting and enriching read on Best Brands, 9th edition 2024.

PETER VANDE GRAVEELE
CEO, Serviceplan Group Belux





Best Brands Awards 2024

9TH EDITION

BEST BRANDS, MORE THAN AN AWARD SHOW

- 01 Edito
- 03 2024 Winners
- 04 Methodology
- 06 Legacy versus New Brands
- 24 The evolving direct-to-consumer journey 2024
- 36 Best Momentum Brands
Strong brands in challenging times

CATEGORIES

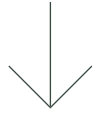
- 09 Best Dairy & Plant-Based Food Brands
- 10 Best Sweet Snacks Brands
- 11 Best Salty Snacks Brands
- 12 Best Product Brands
- 14 Best Soft & Fruits Drinks Brands
- 15 Best Water Brands
- 16 Best Liquor & Spirit Brands
- 18 Best Kitchen Appliances Brands
- 19 Best Large Household Appliances Brands
- 20 Best Renovation & Decoration Brands
- 21 Best Home Comfort Brands
- 22 Best Pet Food Brands
- 22 Best Retail (FMCG) Brands
- 27 Best Gardening Brands
- 28 Best Tools & Machines Brands
- 29 Best Retail DIY & Garden Brands
- 30 Best Stationery Brands
- 32 Best Audio & Video Brands
- 33 Best IT Brands
- 34 Best Retail (Hi-Fi, Electro) Brands
- 35 Best Automotive Brands

THE CMO COUNCIL

- 39 The CMO Council 2024
- 42 CMO Council Members 2024



Winners



2024

Best Brands put brands and their makers
in the spotlight.

At Best Brands, it is not the subjective
opinion of a jury that decides of the
winner, but the consumers themselves
combining 'Share of Wallet'
& 'Share of Soul'.



SAMSUNG



dyson



PHILIPS

Miele





FROM

Brands

Serviceplan and GfK share a passion: Building Best Brands. Brands that exhibit high performance on both a financial and emotional level.

Brands with success stories that prove that you can be successful at any time, thanks to relevant insights and innovative brand concepts.

These are the brands that the Best Brands Awards celebrate. Crucially, the consumers are the judges of these awards.

300 brands from 20 sectors were researched by GfK to establish a ranking of this year's Best Brands, pulling in opinion and perception from more than 4,500 Belgian respondents.

Why become a Best Brand?

To increase your client KPI's, gain a better understanding of consumer behavior, and benefit from an increase in customer requisition and retention.



The selection of winners is based on 2 main criteria: "Share of Wallet" and "Share of Soul".



Share of Wallet

This reflects the economic success of a brand. It includes the following factors

Market share
Price premium
First choice
Value growth

Share of Soul

This embodies the attractiveness of the brand for the consumers and includes

Awareness
Brand Momentum
Brand Attachment
Brand Experience
Cross-Selling Potential
Brand Image



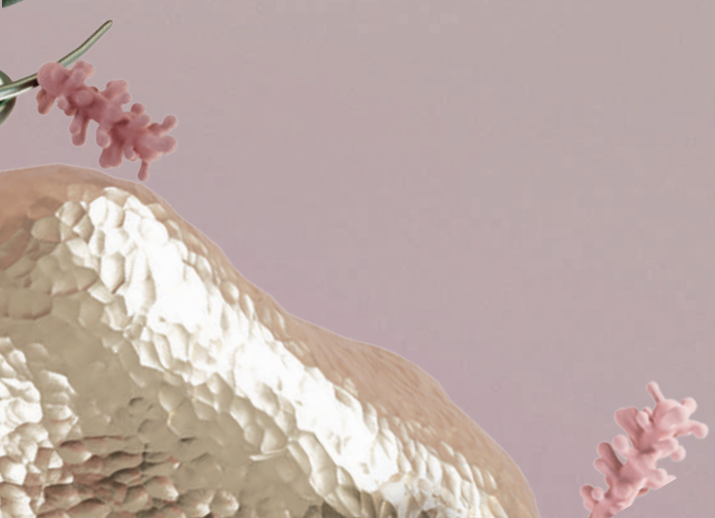
Importance of a strong relationship

We analyze the emotional and social relationships that consumers develop with brands to understand how consumers' perception and experience of a brand impacts those relationships and the performance of said brands.

Want to know more?

Contact info@bestbrands.be

TO
*Best
Brands*



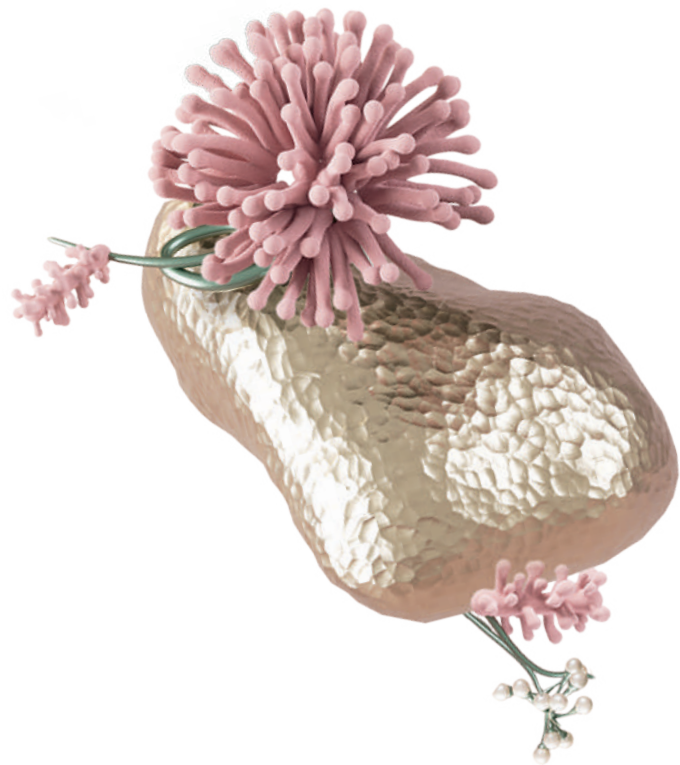


Legacy

VS

Do Legacy Brands Perform Better at the Best Brands Awards?

In the realm of branding, longevity often equates to trust and reliability. Legacy brands, with their extensive histories and entrenched reputations, have long been considered stalwarts of the market. But in an era of rapid technological advancement and shifting consumer preferences, does the allure of legacy hold true in the prestigious Best Brands Awards? Let's delve into the data from Best Brands 2024 and past editions to decipher whether legacy brands indeed possess an edge over their newer counterparts.



A Closer Look at the Results

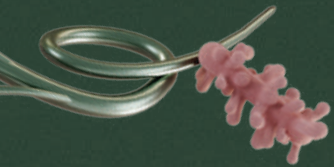
Taking center stage in our analysis is the iconic Coca-Cola, a beverage established in 1886. Renowned for its enduring appeal and global ubiquity, Coca-Cola's presence in the Best Brands rankings is a testament to its enduring popularity. However, a closer examination of its performance over consecutive years reveals intriguing insights.

In 2023, Coca-Cola claimed the fifth position in the global Best Product ranking with a perfect score and a commanding presence in the Share of Wallet category, signaling robust economic success. Fast forward to 2024, and while Coca-Cola reinforces its Share of Soul, it experiences a slight dip, sliding to the eighth spot in the rankings. This decline in its reference position within the Share of Wallet category raises questions about its competitive standing amidst a landscape of evolving consumer preferences and emerging contenders.



In the realm of pet food, where consumer expectations are evolving towards natural, sustainable options, a rising star has emerged: Edgard & Cooper. Despite being less than a decade old, Edgard & Cooper has swiftly ascended the ranks to become a formidable contender in the category.

Edgard & Cooper has truly embraced the e-commerce trend and mastered the art of home delivery. Recognizing the growing demand for convenience among pet owners, Edgard & Cooper has developed an intuitive online shopping platform that makes browsing and purchasing premium pet food easier than ever before. Edgard & Cooper's commitment to convenience doesn't stop at the checkout page; their efficient home delivery service ensures that orders are promptly shipped and delivered right to the customer's doorstep.



Zooming out to the broader spectrum of Best Product Brands 2024, a trend emerges: the prevalence of established players with extensive legacies. Among the top 25 brands, only a handful are less than 50 years old, underscoring the enduring influence of legacy brands in shaping consumer preferences and market trends.

Yet, amidst the dominance of legacy brands, pockets of innovation and disruption emerge. E-commerce platforms like Coolblue, Bol.com, and Amazon, born out of the digital revolution of the late 20th century, challenge traditional retail paradigms and carve out their niches in the Best Brands landscape.



Conclusion

In the ever-evolving landscape of branding, legacy brands command significant influence, leveraging their storied histories and consumer trust to maintain market dominance. However, the emergence of newer brands signals a paradigm shift, where agility, innovation, and consumer-centricity reign supreme.

While legacy brands continue to prove themselves successful within the Best Brands Awards, success stories among newer entrants abound. From e-commerce disruptors to niche players carving out their spaces, the modern marketplace rewards those who can seamlessly blend tradition with innovation.

In essence, while legacy brands lay the foundation for brand excellence, the rise of newer contenders underscores the importance of adaptability and relevance in an era defined by rapid change and shifting consumer landscapes.

As we navigate the dynamic terrain of branding, it's not merely the age of a brand that dictates success, but its ability to resonate with consumers and stay ahead of the curve.

New Brands



Best Food *Brands*



WINNER

Best Dairy & Plant-Based Food Brands

What are the main challenges you have faced in terms of marketing and communication to remain one of the favorite brands among Belgians this year?

Pioneering plant-based products in Belgium since 1980 has been a journey of breaking stereotypes. The main challenge this year however has been, as for all branded business, the inflation, increased sourcing & production costs and impact it has on our consumers. We still have to showcase through marketing & communication that our products as not just alternatives but delicious choices that contribute to a healthier lifestyle. But on top we have to justify even more it's price & be on promotion with the right communication triggers at the right moments, which has been a double challenge to say the least.

Can you share examples of innovative marketing strategies you have implemented to enhance the emotional perception of your brand?

During our Back-to-School campaign of this year, we have developed a 360° plan. This has allowed us to present Alpro This is Not M*lk Choco to the crowd, by standing out, and by integrating multiple media touchpoints in the Central Station of Antwerp. Next to the usual sampling to people at high traffic moments during the day, we also decided to try out a boobox. A boobox is actually an always on vending machine, but one with an interactive screen to make people curious and have them try it out. This has lead to quite online conversation amongst consumers and we were able to create a new experience for our consumers.

How has your brand approached the issue of differentiation from your competitors in your industry?

Differentiation is within the DNA of the Alpro Brand; we also see it within our Brand Health Tracking and should be proud of that. By offering a diverse range of not just products but experiences – from cooking classes with our retail partners, to barista partnerships on Earth Day, to pop-up bar, to engaging sampling activations – we cultivate those unique consumer connection moments that sets us apart from competitors.

SUZANNE MULIER

Plant-Based Lead, Danone Belux and the Alpro Team



1°

alpro

SCORE

63

2°

DANONE

3°

BRUGGE

“The main challenge this year has been, as for all branded business, the inflation, increased sourcing & production costs and impact it has on our consumers.”



WINNER

Best Sweet Snacks Brands

What are your priorities in marketing and communication to maintain your status as a favorite brand in Belgium in the long term?

Côte d'Or is the taste of the nation when it comes to chocolate. So far, it's been 5 generations in Belgium who grew up with Côte d'Or, to the point that 73% of Belgians can recognize the unique taste of Côte d'Or blind! Yet we are on a very competitive category, with constant competition, lots of innovations and many strong brands trying to steal share and brand love from us. Therefore, our main priority is to continue to deliver distinctive and superior product taste, while building a stronger brand purpose and communicate it simply and effectively. Our motto: encourage strength of character in everyone, like we do encourage strength of taste in our chocolate.

What communication tactics have proven to be the most effective in building a lasting relationship with your consumers?

We have started a few years ago a 'brand ambassador program' on Côte d'Or which enables micro conversations with our consumers.

Our ambassadors have all been selected very carefully, in accordance to our brand image (authentic, genuine, with strength of character) and also have this amazing ability to foster the necessary connection that create long term relationship with our brand.

Can you share examples of strategic partnerships or collaborations that have had a positive impact on your brand's perception in Belgium?

Without hesitation our partnership with the RBFA that we started in 2020 and that we renewed last year for 4 more years. It is very hard to tell you precisely how much of our equity scores are driven by this partnership. And anyway this partnership is a long term play more than a short term-ROI strategy. Yet, we have very encouraging KPIs: our engagement and view rates are twice higher when lifted by a Flame of a Devil, propensity to buy the brand is also significantly higher after specific tournament campaigns. But more than everything, this partnership enables Côte d'Or to continue to build on its legacy in Belgium: a brand that has always been therein the heart of Belgians, in good and bad times, in victory or in defeats.

CAROLINE BAUME
Marketing Director
Mondelēz



1°

SCORE

87



2°

LOTUS

3°

LU

“Our motto: encourage strength of character in everyone, like we encourage strength of taste in our chocolate.”



WINNER

Best Salty Snacks Brands

What are the main challenges you have faced in terms of marketing and communication to become one of the favorite brands among Belgians this year?

One the the biggest challenge for any brand and therefore for Lay's is making sure you keep building on distinction and stand out of the crowd in the food category. Consumers often have different choices provided by different brands and they tend to switch between them. This is why we need to build a strong emotional connection with our consumers to ensure we are top of mind, so when they are at the point of purchase they have no doubts about the brand they will choose. We are playing in a fun and very dynamic category which give us a lot of opportunities to differentiate and bring new news to excite and please our consumers.

How important do you consider personalization of your marketing message to better cater to the emotional expectations of your Belgian consumers?

Total connection planning and touchpoint maximization is at the heart of our communication strategy for Lay's. When developing a campaign, we always start with a deep understanding of our audience. We do not use all the possible touchpoints; we use the relevant ones to ensure campaign effectiveness. Together with our media agency, we do an audience profiling exercise and on top of our broad audience, we define opportunity segments/audiences for which we develop personalization at scale, creating extra relevant personalized content and using relevant touchpoints, from media to shelves, informed by their media consumption profile. Moreover, we work a lot with retailer media tools as it is key to be present at the point of purchase. Proof of success, in 2022, we did not only win a Silver Effie in Belgium, we also got rewarded by a "special mention in touchpoint strategy".

VALÉRIE DELABY

Senior Marketing Manager
Europe, Lay's (PepsiCo).



1°

SCORE

99



ALSO BEST
PRODUCT BRAND
ALL CATEGORIES
COMBINED

2°

LU TUC

3°

BRET'S

“We are playing in a fun and very dynamic category which gives us a lot of opportunities to differentiate and bring news to excite and please our consumers.”



BEST PRODUCT BRANDS

And... Best Product Brands!

ALL CATEGORIES COMBINED

1



2

SAMSUNG

3



4



5

PHILIPS

6



7



8



9



10





Best Beverage *Brands*



WINNER

Best Soft & Fruits Drinks Brands

How do you plan to continue evolving as a brand while remaining emotionally connected to your consumers?

Our brands carry strong values which are universal and timeless. At the same time, we are aware that our consumers and the world they live in are changing at a rapid pace. It is key for us to keep evolving with them, to keep capturing new trends, new technology and new media, while remaining consistent and true to our consumers. Influencer marketing and social media campaigns for example play a big role in building and maintaining authentic interactions and meaningful relationships with our consumers. We have also embedded a 'test-and-learn' culture in our company, not only when it comes to marketing, but also regarding product innovations: we want to keep surprising our consumers with new products in new categories.

How do you plan to further utilize artificial intelligence in the future to anticipate the needs and preferences of Belgian consumers and strengthen your brand's position as a favorite?

AI is an incredible tool offering so many new perspectives and opportunities. I'm convinced that the combination of artificial intelligence and human intelligence can lead to wonders. Just look at the launch of our latest Coca-Cola Creations: Coca-Cola Creations 3000, a limited-edition flavor that gives a glimpse of what the future tastes and feels like, thanks to AI and human intelligence. AI will definitely help us to be more agile, more personalized, and more relevant. And it will allow us to put our energy in what matters the most: our consumers.

ALINE LEMAIRE

Marketing Director,
Coca-Cola.



1°

Coca-Cola

SCORE

83

2°

SPA FRUIT

3°

SCHWEPES

“AI will definitely help us to be more agile, more personalized, and more relevant. And it will allow us to put our energy in what matters the most: our consumers.”



WINNER

Best Water Brands

Can you share examples of advertising campaigns that have had a significant impact on your brand's perception among your consumers?

All our advertising campaigns have a strong insight as starting point, directly linked to the target group we focus on. The campaign of the Eco-pack is the most recent example and shows the relevancy of the online asset developed towards the youngsters. We knew that youngsters are eco-conscious. When it comes to hydration solution, they have embraced the drinking bottle as alternative to single used plastic bottles. The question was not to try to convince them to change their mind, but to use the insight of the drinking bottle to turn it into a win-win solution. With the Eco-pack, we offer them a solution to fill in their drinking bottles, combining the purity of Spa Reine and a more sustainable packaging. The tagline of the online asset is « 1001 drinking bottles, only one tap » (being the Eco-Pack).

Can you share examples of innovative marketing strategies you have implemented to enhance the emotional perception of your brand?

Our objective at Spadel is to go beyond the product and its functionality (pure mineral water for a daily hydration) to address what really matters for the consumers: well-being, health, sustainability and/or local commitment. Our marketing strategy is purpose driven to support the consumer in his daily life towards a healthier and more responsible lifestyle. SPA® inspires people to "Drink better to Live Better". It means we encourage not only to drink fully, but as well purely, more naturally and more responsibly. Two examples to illustrate how this purpose is implemented:

How to help consumer to drink more responsibly? With the disruptive innovation of the Eco-Pack (5L and 10L), Spa proposes to drink responsibly with a more sustainable proposition and a reduced carbon footprint.

How to help people to drink fully? Spa developed an innovative and provocative communication campaign in December 2023: "Drink and Drive". Based on a strong insight, this campaign advises our consumers to drink enough while driving to stay safe, as dehydration (of water of course) could have comparable effect as if they had alcohol in blood. In association with the parents of child road victims, we used the strength of our iconic brand to serve a purpose that is larger than the one of hydration for all.



CAROLE JEAN

Marketing Director France & Benelux, Spadel

1°

SCORE

81



2°

CRISTALINE

3°

EVIAN

“Our objective at Spadel is to go beyond the product and its functionality (pure mineral water for a daily hydration) to address what really matters for the consumers: well-being, health, sustainability and/or local commitment.”



WINNER

Best Liquors & Spirits Brands

Martini wins first place in Best Liquor & Spirits brand category, once again! How do you feel about this win?

We are very, very proud of this award for the third year in a row!

We have a great team passionately working to bring the Martini heritage alive and constantly surprise our consumers with innovations, experiences, and perfect execution in a very active and competitive environment. The Best Alcoholic Drinks Brand award is fantastic recognition by our Belgian consumers and drives us to keep up the pace and go the extra mile every day.

How do you incorporate local values and concerns into your marketing strategy to better align with the expectations of Belgians?

Incorporating local values and concerns into the Martini marketing strategy for the Belgian market has helped us establish a meaningful connection with our target audience. Over the years, we have cultivated our understanding of the diverse cultural nuances between regions, acknowledging the importance of regional differences within the country.

Our approach is anchored in a distinctive attitude—one that prioritizes staying close to the consumer and their evolving needs. In recent years, we have strengthened our commitment to infuse deeper meaning into the Martini brand by listening attentively to our consumers.

Our aspiration is for Martini to serve as a wellspring of inspiration and connection for our audience, with the consumer consistently at the core of all our endeavors. Remaining locally relevant is testament to our close partnerships with local media and active participation in events such as “WECANDANCE”, providing a direct avenue for consumer engagement. Our dedication to local innovation is evident in the creation of products like the Belgian Limited Edition Martini Spritzante and new flavored ready-to-serve cocktails such as Martini Limoni.

In our pursuit of continuous improvement and relevance, we actively seek feedback from our Belgian customers. This valuable input serves as a cornerstone for adapting and enhancing our marketing strategy. Our enduring focus on the consumer and adaptability remains pivotal in steering the success of Martini in the Belgian market.

SANNE WESSELS

Brand Director France & Benelux, Martini.



1°



SCORE

63

2°

APEROL

3°

BAILEY'S

“Our approach is anchored in a distinctive attitude—one that prioritizes staying close to the consumer and their evolving needs.”



Best Household *Brands*



WINNER

Best Kitchen Appliances Brands

Which communication channels have been the most successful in reaching and engaging your consumers?

A multi-channel approach has been instrumental in effectively reaching and engaging with our consumers. Digital channels, including social media platforms such as Instagram, Facebook and recently also TikTok, have proven to be highly successful in creating awareness and fostering engagement. These platforms allow us to share visually compelling content, recipe inspiration, and user testimonials, resonating well with the Belgian audience.

Additionally, collaborating with influencers and food bloggers has been a powerful strategy to amplify our message. Leveraging their authentic voices and dedicated audiences, we've seen increased trust and engagement among consumers who value real experiences and recommendations.

Traditional channels, such as television and print and online media, remain relevant, especially in reaching a broader audience. Integrating our products such as the Philips Airfryer into popular culinary programs, like our collaboration with Celebrity MasterChef Vlaanderen, has significantly contributed to brand visibility and engagement.

Moreover, recognizing the importance of retail media, we have established strong collaborations with retailers for in-store communication to shoppers. Strategic placement of displays, interactive demos, and engaging signage have enhanced the overall shopping experience, providing consumers with valuable information and creating a seamless transition from online engagement to in-store exploration.

In summary, our success in reaching and engaging consumers lies in a holistic and integrated approach across various channels, allowing us to connect with our diverse audience on multiple levels.

SABRINA HEYMANS

Senior PR Manager
Benelux, Versuni



1° PHILIPS

SCORE

83

2°

BOSCH

3°

TEFAL

“Our success in reaching and engaging consumers lies in a holistic and integrated approach across various channels, allowing us to connect with our diverse audience on multiple levels.”



WINNER

Best Large Household Appliances Brands

What are the main challenges you have faced in terms of marketing and communication to remain one of the favorite brands among Belgians this year?

For a premium brand like Miele, the main challenge sits in the constant (re)-definition of a signature customer experience, which can always delight a consumer, whose expectations and needs constantly evolve. To be able to do personalization and contextuality along the entire consumer journey is for sure the biggest, and at the same time, most exciting challenge for us.

How has your brand approached the issue of differentiation from your competitors in your industry?

Again, the Miele value stays in the promise to offer not only high quality product, rather a personalized experience across the entire journey, constantly delighting the consumer wherever and whenever he gets in contact with the Brand, from our web-site to our call-center to our technical service department to the post-purchase nurturing phase with relevant contents, like tips and tricks, based on his/her/their usage of our devices and his/her/their interests.

How do you plan to continue evolving as a brand while remaining emotionally connected to your consumers?

Because personalization and contextuality are the key successful factors, the ingredients to make them happen are: Content, Data, Technology and, what I call, HuMarTech which is that customer-centric mindset that the marketing team needs to have to combine more and more data-driven insights with extraordinary creativity, to establish empathic relations with our consumer.

MICHELE LAGHEZZA

Marketing Director
Benelux, Miele.



1°

Miele

SCORE

70

2°

BOSCH

3°

SAMSUNG

“The Miele value stays in the promise to offer not only high quality products, but rather a personalized experience across the entire journey, constantly delighting the consumer wherever and whenever they get in contact with the brand.”



WINNER

Best Renovation & Decoration Brands

What communication tactics have proven to be the most effective in building a lasting relationship with your consumers?

Using a AV mass medium, like TV, to air our creative TV commercials, helps to reach a maximum nr of persons within our target. Combining TV (linear and VOD) with online video helps to optimize the nr of GRPs. Next to that, an effective always on strategy, focusing more on engaging content, helps to personalize our story and to convey emotion.

How do you plan to continue evolving as a brand while remaining emotionally connected to your consumers?

I think it's important we remain relevant to our current target group but also to the consumers of tomorrow. Gen Z is paving it's way to adulthood and beyond and they have different beliefs/habits and consume media in a different way then the 'older' consumer. It's important to stay connected and optimize use of media and content to also resonate with that group. That is why we work hard with our creative and media agencies to remain relevant by creating and airing (adapted) campaigns to reach all targets. To think beyond the use of traditional (social) media is important here.

To what extent has artificial intelligence been integrated into your marketing and communication strategies to enhance personalization and emotional engagement with your Belgian audience?

We use AI to optimize our digital marketing campaigns, this can be texts but also the images we show in our digital campaigns.

DÉSIRÉE DE MAESSCHALCK

Marketing Director
Akzo Nobel.

1°

SCORE

84



2°

GROHE

3°

TEC7

“We work hard with our creative and media agencies to remain relevant by creating and airing (adapted) campaigns to reach all targets. To think beyond the use of traditional (social) media is important here.”





WINNER

Best Home Comfort Brands

Dyson is a global technology company known for its pioneering work when it comes to vacuum cleaners. Its founder, James Dyson, was the inventor of the bagless vacuum cleaner. In 2024, the innovative company also offers headphones, lighting, hair styling and air treatment solutions. The brand has always been at the forefront of innovation and design.

Best Share of Wallet

Dyson claims the top spot for Share of Wallet, surpassing both the first and second runners-up, Miele and Samsung. A closer look at the results shows us why: Dyson scored significantly better than the competition in the category Momentum, indicating the brand's ability to generate growth and momentum even in challenging times.

Dyson also secures the top position in terms of Attachment, which shows how attached consumers are to the brand and its products (even in challenging times). That comes as no surprise considering the high scores on parameters like amazingly different, attractive design, innovative, trendsetter within its category, completely new brand experience and new ways to advertise.

Performance & design as cornerstones of the brand message

These results show the brand's commitment to innovation and design, which also translates into their marketing message. Dyson understands that consumers are looking for solutions that make their lives easier. The company endeavors to meet this demand by offering something truly distinctive: products that excel in performance and look great.

The brand's campaigns often showcase cutting-edge features and the improvement of its products. This approach attracts new customers and increases the loyalty of existing ones. Dyson also uses the power of social media to communicate about it in an interactive way: behind-the-scenes, user-generated testimonials, product tutorials... Dyson effectively communicates its brand values to create excitement among its target audience.

1° dyson

SCORE

78

2°

MIELE

3°

SAMSUNG





WINNER

Best Pet Food Brands

How has your brand approached the issue of differentiation from your competitors in your industry?

At Royal Canin we prioritize a deep understanding of the unique needs of cats and dogs. Our commitment to the development of health nutrition is not guided by trends in the human food industry or owner preferences but by innovative nutritional science and observation of pets. Royal Canin is a pioneer in science-led pet nutrition, basing its approach on scientific facts and continuously supplementing it with research from nutrition experts, veterinarians, and scientists worldwide.

Health needs often vary based on factors such as size, breed, or lifestyle. Royal Canin's food range is crafted to help every pet enjoy the best possible health by addressing these specific health requirements. The result is a comprehensive and tailored nutrition designed with pinpoint accuracy to meet specific health needs. This individualized approach ensures that each pet receives the energy needed to live as healthily as possible.

How important do you consider personalization of your marketing message to better cater to the emotional expectations of your Belgian consumers?

Our mission is centered around the unique needs of cats & dogs, which comes with a commitment to providing the best-suited health solution for every pet. Personalizing our content is therefore of utmost importance to us.

Acknowledging the strong emotional bond between Belgians and their pets, we tailor our marketing messages to resonate with the pet's specific needs, size, breed, age or sensitivities, creating highly relevant content. Take German Shepherds for example: we love them for their courage, loyalty and intelligence. But while they have a strong body and mind, they are also known for having a very vulnerable digestive system, so we designed a formula for them that contains highly digestible proteins and specific fibers to help make their insides as strong as their outsides.

By highlighting how our products and services specifically contribute to the unique health and well-being of their pets - in a personalized way - we aim to establish a deeper emotional connection with pet owners.

ESTHER UIJEN
General Manager
Royal Canin Benelux



1° **ROYAL CANIN®**
SCORE
61

2° **EDGARD & COOPER**

3° **PURINA ONE**

“Acknowledging the strong emotional bond between Belgians and their pets, we tailor our marketing messages to resonate with the pet's specific needs, size, breed, age or sensitivities, creating highly relevant content.”



WINNER

Best Retail (FMCG) Brands

How do you incorporate local values and concerns into your marketing strategy to better align with the expectations of Belgians?

By listening and reaching out to consumers and customers alike.

As a Belgian food retailer we are at the heart of society and interact with local governments, food, agricultural & social organizations, suppliers, and other stakeholders, but also with individual consumers through focus groups and other forms of qualitative research. Asking people's opinions can get you far.

One example of how we interact with local businesses and communities, is our direct collaboration with no less than 600 small and large farms.

What we can buy in Belgium, from the Belgian agricultural sector, we buy in Belgium. That goes for vegetables, fruit, meat, milk,...

Our milk sold under house brands Everyday and Boni Selection is 100% Belgian. All our pork, beef and veal is 99% Belgian meat. Colruyt Group is one of the main customers of Belgian farmers. In total, our shelves feature products from nearly 6.000 Belgian farms.

Another example is our "Dinner is served at 1-2-3 euros" (Aan tafel in 1, 2, 3 euro) initiative for which we cooperated with social organizations such as public centers for social welfare (OCMW) to support households with a lower socio economic status to prepare healthy family meals.

This initiative was launched in 2016 and has been growing ever since.

By now we work together with more than 350 social organizations and local authorities, reaching almost 10.000 vulnerable families. In short the goal of this initiative is to support these families in preparing fresh, tasty and balanced meals. Families who are a member of a social organization can be informed and can enrol through this organization. When a family is registered, they receive two-weekly recipe booklets at home. The booklets consist of six easy-to-prepare, child-friendly recipes with accompanying shopping lists. Each recipe is guaranteed (by Colruyt) to cost no more than one, two or three euros per portion. For this initiative we won the "ik ben meer dan mijn kassaticket" award in 2020.

JO WILLEMYNS

Director
Colruyt Group



1° colruyt

SCORE

75

2°

DELHAIZE

3°

ALDI

"We are in direct collaboration with no less than 600 small and large farms. What we can buy in Belgium, from the Belgian agricultural sector, we buy in Belgium."

The evolving direct-to-consumer (DTC) journey 2024

Brands implementing a direct-to-consumer (DTC) strategy have significantly disrupted both the consumer packaged goods (CPG) and the consumer technology & durables (T&D) industries. Already, DTC sales account for around 1 in 7 e-commerce dollars globally and this is expected to grow rapidly. The benefits to manufacturers are clear and 2024 brings fresh opportunity for retailers too, as successful DTC brands surge out of 'digital only' and increasingly look for opportunities to expand their reach.

Consumers and DTC

Our latest consumer research* shows that the following factors are much more important when buying direct from a brand, compared to when buying from a retailer: after sales support, knowledgeable staff, and detailed product information.

[*gfknewron consumer; all tracked product groups across: BE, BR, DE, ES, FR, GB, IN, IT, JP, NL, RU]

With consumers becoming increasingly price sensitive, some DTC brands have focused on pricing, with offers such as 'best price' guarantees when buying direct from them or subscription commerce tied to loyalty discounts.

Added to that is an "exclusivity" focus: the attraction of early access to new products launched by brands via their own channels before they become available in retail stores, enticing consumers to buy from brands directly.

Brands and DTC

DTC has been around for many years, but gained more prominence recently, driven by the surge in digitization during the covid period. In the same way that ecommerce became a high priority for businesses during covid, DTC also gained momentum as a way to connect directly with consumers.

For manufacturers, selling direct to consumers is attractive for reasons such as being able to shape a consistent end-to-end brand experience, with sole control including the point of sales and after sales experience. Also of value is the opportunity to collect zero-party data - i.e. direct from the consumer - to better understand their preferences, purchase intentions, and personal contexts at a time when they are focused purely on that one brand's products or services.

Retailers and DTC

As additional touchpoints for consumers continue to complicate the shopping journey and competition increases, direct sales by brands – particularly those offering competitive prices or early access to new launches – are an area being watched closely by many retailers.

However, retailers' level of concern is mixed.

For example, in Europe, our latest research shows that 34% of retailers are worried that direct sales might harm their business but, on the other side of the scale, 35% are not worried. 23% are at present undecided.

- Retailers see opportunity in their ability to offer manufacturers additional services and better consumer reach than they could otherwise achieve.
- Such retailers are increasingly devising strategies to offer more to manufacturers and continue to be an integral partner for them.

For example, online retailers and intermediaries can offer manufacturers a dedicated brand page within their site, with no limit on how many partnerships they can host, or even offer warehousing or shipping solutions.

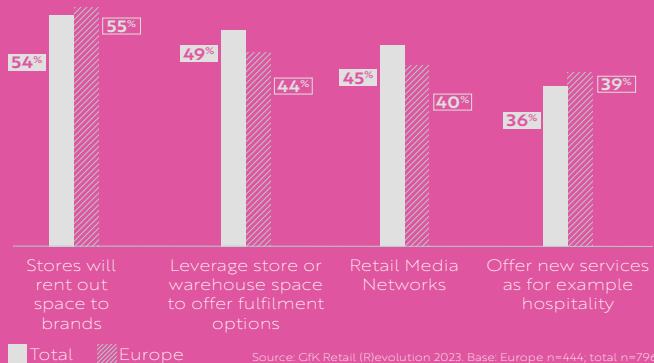
In the case of traditional retail, brands must understand that traditional retail continues to hold lion's share of T&D market sales and so cannot be ignored, if those brands wish to grow. Physical retailers have already started offering dedicated kiosks or interactive displays within their stores where manufacturers can deliver the all-important "brand experience" or product testing where shoppers can handle products ahead of purchase.



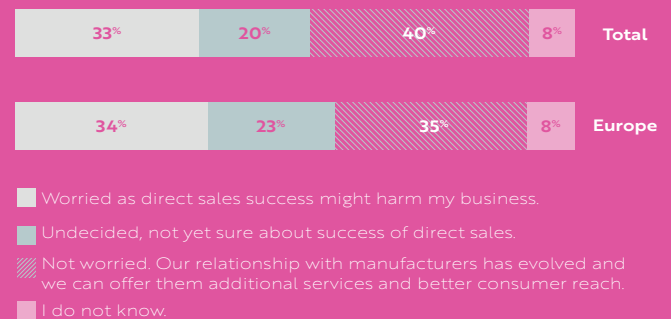
“In Belgium, as elsewhere, competition for consumer spend remains high, with additional touchpoints adding to the volatile landscape. Direct sales by brands – particularly those offering competitive prices or early access to new launches – is an area being watched closely by retailers across Europe. What we see is the relationship evolving, with some leading retailers increasingly devising strategies to offer more to manufacturers and continue as an integral partner for them.”

WIM BOESMANS
Commercial Director
GfK - An NIQ Company - Belgium

Which of the following additional revenue streams do you think will be important in the next 2-3 years?



Retailer views on direct-to-consumer sales: Global vs Europe



Source: GfK Retail (R)evolution 2023. In recent years, more manufacturers have started exploring opportunities for direct sales. How do you feel about them entering the retail space and what do you think about their chances of success? Base, Europe n = 444, Total n = 796.

The evolving DTC journey – collaboration key to growth in 2024

Direct sales, though presently in infancy stage, will continue to grow, tapping into consumers' desire for value, personalization, sustainability, and immersive shopping experiences. However, the digital-first mindset that is at the heart of direct selling can only take a brand so far, even with the growing popularity of channels such as social commerce.

The rate of DTC take-up means that some successful brands in this area have encountered challenges in areas such as sustainable scaling and logistics, while competition from increasing numbers of DTC brands is putting pressure on maintaining customer loyalty.

Consumers no longer differentiate between online and offline shopping experiences. DTC brands will have to consider creating ecosystems via partnerships or collaboration to expand to the offline space for growth. At the same time, the dominance of traditional retail will continue this year too, so brands could gain and expand their reach by partnering with established retailers who can connect them with target audiences both online and via a physical presence.



Best Gardening, DIY & Stationery *Brands*



WINNER

Best Gardening Brands

What are the main challenges you have faced in terms of marketing and communication to remain one of the favorite brands among Belgians this year?

It's crucial in these times to have a strong brand in which consumers trust, which offers reliable quality and innovative solutions and a good value-for-money ratio. In regard to a sustainable product offering, this includes a long product lifetime and reparability in combination with good after-sales service. Gardena has taken a future-oriented approach to using recycled materials (mostly from consumer waste) in consumer durables. This not only in the products, but also in the packaging's.

Despite 2023 being a challenging year regarding declining consumer sentiment and resulting changed retail order schemes, we have managed to maintain and even extend our market position by gaining market shares.

How has your brand approached the issue of differentiation from your competitors in your industry?

Gardena's mission is to help passionate gardeners realize their individual gardening dreams. For some, it is the traditional garden around the house and a terrace. Some are looking for smart solutions to make gardening easier and to automate tedious tasks. City dwellers may only have a small plot.

NIKO HUYSEGOMS

Managing Director
Benelux, Husqvarna.



1°  GARDENA
SCORE
85

2° KÄRCHER

3° POLET

“Despite 2023 being a challenging year regarding declining consumer sentiment and resulting changed retail order schemes, we have managed to maintain and even extend our market position by gaining market shares.”



WINNER

Best Tools & Machines Brands

What are your priorities in marketing and communication to maintain your status as a favorite brand in Belgium in the long term?

We are proud and grateful to have won the award for the best tools and machines brand 2024. Being awarded the sixth time in a row confirms that we at Bosch Power Tools are setting the right priorities in marketing and communications in order to reach our users and to convince them of our brand and our tools. We are continuously conducting user research to stay up to date of what moves our users and to fully be aware of their needs. As an example, we know that sustainability is playing an increasingly important role – not only for our users, but for retailers and our associates as well. Therefore, we will consistently focus on greater sustainability – not only in marketing and communications, but along the entire value chain as we did with our range of measuring tools for DIYers, that was launched with a new sustainability concept in 2023.

How do you plan to continue evolving as a brand while remaining emotionally connected to your consumers?

Further development of the brand and emotional customer loyalty are directly linked to each other. Therefore, we pursue the combination of a clear user orientation and a consistently deployed brand strategy. It is our goal to put our users in the center of all our activities and to keep track if we have success in doing so. As an example, our UX department is in charge of market research and conducts so called 'Ad recall tests' to measure the success of our marketing campaigns. Also, we involve our users in the development of our products and services from the very beginning and new tools are being derived from our users' needs, e.g., the new segment of hand tools for DIYers, which was a wish of our users as an addition to our Power Tools.

Which communication channels have been the most successful in reaching and engaging your consumers?

At Bosch Power Tools, we follow a 360° communication along the user journey with focus on digital channels such as social media, our website, newsletters, our e-shop and our direct customer service. The digital channels enable us to successfully get in touch with our users, get immediate feedback and to respond quickly to inquiries and share relevant information effectively.

GEERT VAN MEEL
Regional Business Director
Benelux, Bosch Power Tools



1°  **BOSCH**
SCORE
88

2° **MAKITA**

3° **STIHL**

“We follow a 360° communication along the user journey with focus on digital channels. It enable us to successfully get in touch with our users, get immediate feedback and to respond quickly to inquiries and share relevant information effectively.”



WINNER

Best Retail DIY & Garden Brands

Hubo is a 100% Belgian organisation with more than 150 stores across the country. It has become a household name over the years, focusing on the DIY market with an extensive and high-quality selection of brand-name products for both the occasional hobbyist and the driven intensive DIY handyman. The consumers valued Hubo as Best Retail DIY & Garden brand.

Highest scores on many aspects

Hubo takes the first place by having the highest Share of Soul and Share of Wallet. Diving deeper into the underlying parameters, we see that Hubo outperforms the competition in all areas. Notably, the DIY brand enjoys a substantial lead in areas like cross-selling potential and recent brand experiences.

When evaluating brand image, Hubo stands out in various parameters compared to its competitors, more specifically: make life more pleasant, good price quality, digital and analogue experience and brand I trust. These diverse indicators underscore Hubo's exceptional performance across multiple domains.

Other acknowledgements

This award should come as no surprise. Hubo has consistently garnered recognition over the years, showcasing its continuous commitment to turn customers into fans. For instance, Hubo won the title "Beste Winkelketen in de categorie Doe-het-zelf" for the 16th time, highlighting its enduring excellence in this field. Additionally, the Hubo webshop has been voted best webshop in the 'Do-it-yourself' category for the eleventh time, further affirming its top-notch service both in-store and online. Both awards are an initiative of Q&A Insights BV.

1°

SCORE

65

2°

BRICO+PLAN-IT

3°

GAMMA





WINNER

Best Stationery Brands

How has your consumers brand approached the issue of differentiation from your competitors in your industry?

BIC sells everyday essentials for many years and is clearly recognized by consumer for its long lasting and reliable products at an affordable price, which is a strong asset during inflation/difficult times. We have never gone out of this core positioning.

How important do you consider personalization of your marketing message to better cater to the emotional expectations of your Belgian consumers?

Very important as we have 3 main groups of consumers with various expectations:

- Office users, usually looking for very reliable products/clean writing/ long-lasting features, respecting company budget;
- Mothers of kids, looking for safe & reliable products for their children, in line with teachers requests;
- Teenagers & students, looking for value for money but also looking for products that can showcase their personality (colors, decors etc)...

What are the main challenges you have faced in terms of marketing and communication to remain/ become one of the favorite brands among Belgians this year?

High inflation in the last years and challenges in terms of purchase power have lead shoppers to re-evaluate their choices in terms of products/ brands/private label offers and in some cases, lead to less purchases (ex. declining Back to School market in 2023). As the leader on the Stationery category, we needed to reinforce the brand to keep the trust of consumers.

LORENE SCHANTZ

General Manager
BIC Benelux.



SCORE

86

2°

STABILO

3°

POSCA

“For the launch of our new EZ Reach lighters, we have successfully partnered at the global level with 2 celebrities, Snoop Dog & Martha Stewart, to communicate on the multiple flame usages opportunities with our products.”



Best Tech Brands



WINNER

Best Audio & Video Brands

What are the main challenges you have faced in terms of marketing and communication to become one of the favorite brands among Belgians this year?

To keep asking yourself; what's the true benefit of this innovation for the end consumer? What's the relevance? And how can we support the search for a new TV/audio device?

Can you share examples of innovative marketing strategies you have implemented to enhance the emotional perception of your brand?

In '22, we held a digital campaign showing we have "a Samsung TV for everyone", showing we can offer a specific TV type depending on how & where you want to integrate the TV into your own lifestyle (= very consumer centric).

And last year, we launched a social campaign with "big size" TV's as major topic; we see the market evolving into bigger inch sizes and wanted to ask consumers (in a real-life experiment) if they could handle a Super Big Size TV. If they could by not showing their emotions for several minutes, they could win a Samsung super size TV.

How do you manage environmental and social sustainability within your industry, and how does this influence the preference of Belgians for your brand?

There is a big focus on ecology from a manufacturer perspective; we keep reducing plastics in packaging, introduce self-charging remotes, built-in light sensors which help reduce energy consumption, etc.

JOHAN VAN CAMPENHOUT

Product Manager TV,
Samsung.

1° SAMSUNG

SCORE

96

2° PHILIPS

3° JBL

"At Samsung, we keep reducing plastics in packaging, introduce self-charging remotes, built-in light sensors which help reduce energy consumption, etc."





WINNER

Best IT Brands

How has your brand approached the issue of differentiation from your competitors in your industry?

People think of HP as a brand with a strong reputation on reliability and quality. In recent years, HP has invested into building equally strong but separate brands towards specific consumer segments. As a result, we are evolving more and more towards a 'house of brands'. In the Gaming segment, we lead our marketing messaging with our OMEN brand. All players in this market are mainly focusing on professional e-sports events and offering the best hardware to compete in online matches. We believe that gamers just want to have fun, which is why we use a more playful tone with a funny twist. We talk about Hardcore Fun instead of Hardcore Competition and organize events like our OMEN Cyber Café where people can play arcade games against each other with just one objective: just have a good time with friends.

In our product development, we are building in more and more synergies between our OMEN PCs and our gaming accessories brand HyperX. Headsets, keyboards and mice from HyperX are best-in-class for all gamers on both PC and consoles. But when combined with an OMEN device, they will gain additional benefits and provide even more benefits to the user. You will see more campaigns on this 'better together' marriage in the next years.

How do you foster creativity within your marketing and communication team to develop memorable campaigns that resonate with the Belgian audience?

Our multidisciplinary teams work very closely together. For every campaign, we include people from the local Belgian organization as well as international marketing experts in their field. Both stakeholders interact in tandem with our marketing agencies so we can challenge and strengthen each other's ideas. We bring all the marketing experts in Belgium & Netherlands regularly together, often with an external speaker on innovative technologies or emerging trends.

STEVEN VAN PEE

Head of Consumer Channel
Benelux, HP.



1°

SCORE

73



2°

APPLE

3°

SAMSUNG

"In recent years, HP has invested into building equally strong but separate brands towards specific consumer segments. As a result, we are evolving more and more towards a 'house of brands'. In the Gaming segment, we lead our marketing messaging with our OMEN brand."



WINNER

Best Retail (Hi-Fi, Electro) Brands

How do you measure customer satisfaction and emotional engagement with your brand, and how do you use this data to guide your actions?

At Coolblue, we're obsessed with customer satisfaction. We measure this based on the Net Promoter Score (NPS). We do this for our different departments and services, such as our customer service, our stores, and our delivery and installation services. We use that data to get a little bit better every day in every way.

What are your priorities in marketing and communication to maintain your status as a favorite brand in Belgium in the long term?

We promote our brand consistently on all channels in our typical Coolblue style. This creates recognizability and trust with our customers.

How do you foster creativity within your marketing and communication team to develop memorable campaigns that resonate with the Belgian audience?

Our internal marketing department works as our own marketing agency. Our own Coolbluers work on and are the face of our campaigns. They embody our brand and create content that truly suits us.

ARNE VAN VERDEGEM

Manager Growth Belgium,
Coolblue

1°

SCORE

63



2°

MEDIAMARKT

3°

BOL.COM

“Our own Coolbluers work on and are the face of our campaigns. They embody our brand and create content that truly suits us.”





WINNER

Best Automotive Brands

Mercedes-Benz wins in the “Best Automotive Brand 2024” category and credits this to numerous online & offline initiatives. Peter Zijlstra, Marketing Manager Mercedes-Benz Cars BeNelux, explains.

“In all stages of the Customer Journey, we are present with above & below the line actions and so-called always-on activities. Equally important, is the consistent look & feel; a luxurious Mercedes-Benz appearance. We like to bring this to life at events like the Zoute Grand Prix where we not only focus on heritage as the inventor of the automobile. We primarily bridge the gap with the present and the future. We do this with imaginative cars and concept cars, as well as with surprising partnerships. For example, the artwork MONDO G - the result of a collaboration between Mercedes-Benz and Moncler - the likewise wrapped coastal tram, and the outdoor advertising all reinforce the luxurious aspirations of Mercedes-Benz.

1°

SCORE

62



2°

BMW

3°

TOYOTA

“In all stages of the Customer Journey, we are present with above and below the line actions and always-on activities.”



**WOLFGANG BREMM
VON KLEINSORGEN**
CEO Mercedes-Benz BeNelux



Best Momentum Brands

STRONG BRANDS IN CHALLENGING TIMES

"Never waste a good crisis" is a famous quote by Winston Churchill that has been adopted vigorously by many CEOs in recent years. Because it's challenging times for brands and their marketers too. That's why Serviceplan, together with GfK, have established a new category for its 2024 edition: Best Momentum Brands. The top 10 in this category are brands that have created growth and momentum in challenging times. Brands that even in times of crisis increase their sales, expand market share, and improve their innovative positioning.

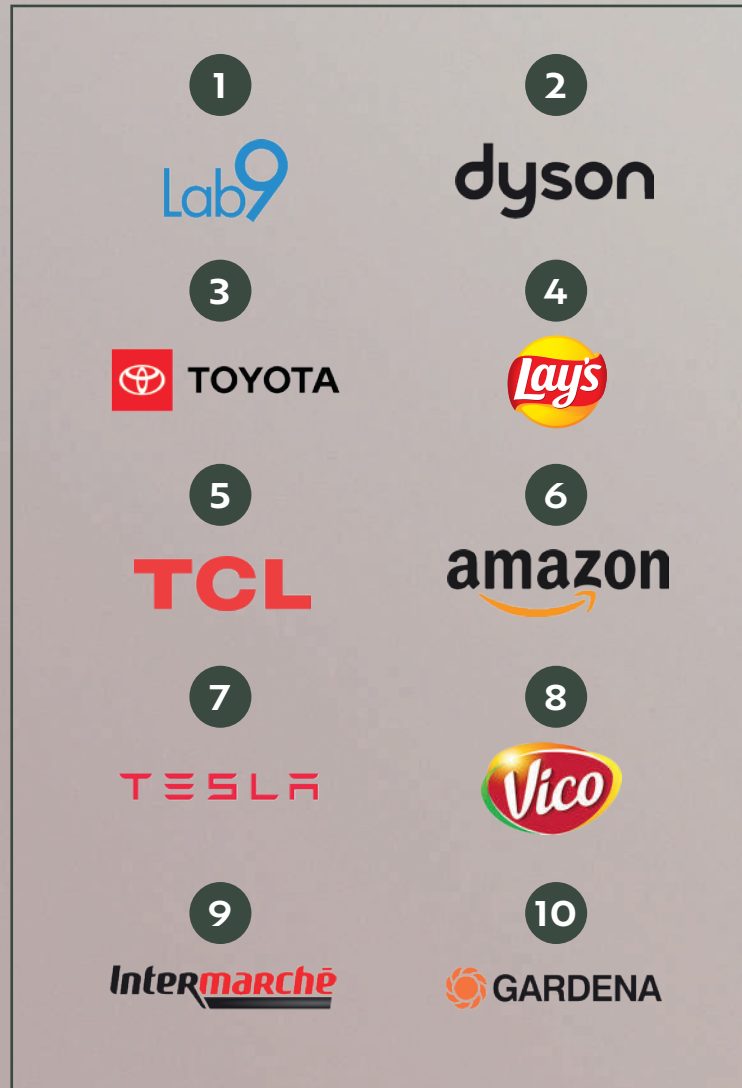
CURRENT CLIMATE: MODEST GROWTH AND INCREASING UNCERTAINTY

The period 2023-2024 is globally characterized by modest economic growth. Factors include declining trade and reduced confidence among businesses and consumers. Geopolitical tensions remain a significant source of uncertainty and have further escalated due to the war in Gaza. Inflation was 7% in 2023. The OECD predicts that it will gradually decrease to 5.2% in 2024 and 3.8% in 2025. These trends also apply to Belgium in particular.

BEST MOMENTUM BRANDS THRIVE EVEN IN TURBULENT TIMES

Brands that still perform well in terms of sales, market development, and innovative positioning despite the many market challenges have a chance to excel in the Best Momentum Brand category. It is noteworthy that both established brands from various sectors and newer, lesser-known brands are in the top ten. What do they have in common? They combine a creative and innovative image with brand preference, purchase intent, and growth in sectors where this is not obvious. The top 10 in this category are brands that have created growth and momentum in challenging times. Brands that even in times of crisis increase their sales, expand market share, and improve their innovative positioning.





Scores. Lab9: 64,67 / Dyson: 64,14 / Toyota: 63,50 / Lay's: 61,84 /
 TCL: 61,57 / Amazon: 60,93 / Tesla: 60,02 / Vico: 59,36 /
 Intermarché: 57,87 / Gardena: 56,6

AND THE WINNER IS... LAB9

Lab9 is recognized as an Apple Premium Partner and recommended by Apple for excellent customer service, both before and after sales. The brand has thirty stores, half of which were acquired from the Switch chain in 2022. The Apple reseller owes its victory to the strong growth figures it can present. Lab9 also benefits from Apple's strong brand image.

CONCLUSION: BIG AND SMALL SHARE THE PRIZES

The top ten shows us a nice mix of leading brands and newcomers like Lab9, TCL - a technology brand in the field of displays, home comfort, and mobile devices - and chips brand Vico. These lesser-known brands excel in Share of Wallet. Due to their relative obscurity, there is still plenty of room for progress in terms of Share of Soul. In any case, the Best Momentum Brands award rewards both the best-performing brands and those that work the hardest the last 12 months.



WINNER

Best Momentum Brands

What are the main challenges you have faced in terms of marketing and communication to become one of the favorite brands among Belgians this year?

Looking back on the past few years, Lab9's growth has been exponential to say the least. We went from 11 to 30 stores in a span of three years and have seen our revenue, the number of employees and national brand recognition skyrocket accordingly. We are extremely proud to be awarded the Best Momentum Brand as an acknowledgment of all the hard work that was needed to get us to this point. In terms of marketing and communication this kind of growth came with its own set of challenges. It required us to shift our mindset and start working on a broader strategy.

Our first and possibly the biggest challenge was to keep reaching the right people with our messages and promotions. With 30 stores and a broad national coverage, that meant we had to start allocating our budget much more efficiently than when we were a local player with stores in just 11 cities.

Our new status as Belgium's largest Apple Premium Partner also meant our relationship with Apple evolved and they set higher quality standards for us regarding the shopping experience both online and offline. With our communication being so closely monitored by Apple it can sometimes be challenging to remain creative and produce relevant content within the boundaries Apple sets for us. But it keeps us on our toes and forces us to keep thinking out of the box so this really is a challenge our marketing team has embraced eagerly.

As an Apple Premium Partner we mainly represent the Apple brand and Apple products. But our personal brand, Lab9's brand, is the one that ensures that people keep coming back to our stores. In our campaigns we usually call this 'Why Lab9'. It is all the services, support, knowledge and experiences we promise to our customers. Our biggest priority has always been to deliver on that promise. That is why we find customer feedback and satisfaction scores tremendously valuable. It is our way to stay connected and make sure we can improve our service every day.

GEERT COOLMAN
CEO, Lab9



1°

SCORE

65

Lab9

2°

DYSON

3°

TOYOTA

"Lab9's growth has been exponential to say the least. We went from 11 to 30 stores in a span of three years and have seen our revenue, the number of employees and national brand recognition skyrocket accordingly."

About The CMO Council

2024

The Council was launched in Munich in 2017 by The Serviceplan Group, with the aim of creating an exclusive club composed of the most influential Chief Marketing Officers in the country. This concept expanded to Belgium in 2022 is made up of over 80 CMOs from the Best Brands ranking and offers them:

The CMO Barometer

A survey that invites CMOs to share their opinion on current trends and those set to gain momentum in the next 12 months.

The CMO of the Year Award

A representative prize for the entire sector and one of the most prestigious distinctions. It honors the marketing director who is considered the exemplary role model in the marketing industry, bringing not only their expertise to the table, but also their many years of industry experience. The CMO of the Year is elected solely by their peers from the CMO Council and representatives of Media Marketing.

Agenda

21/3/2024

Best Brands Awards Gala Dinner

30/5/2024

CMO Barometer Mid-Year Review
Dinner

1/9/2024

Start CMO Barometer Survey

1/10/2024

Start Vote for the CMO of the Year

26/11/2024

CMO Barometer Results &
Election CMO of the Year Dinner



CMO Barometer

Key Insights CMO Barometer 2024: Marketing Needs New Superheroes!

Just like the Best Brands results are built on the backbone of a sound survey with an intricate methodology, the CMO Council uses the CMO Barometer as a focal point. The CMO Barometer is an annual study that surveys top marketers from the most important companies in eleven countries. This is the fifth time it has been conducted by the Serviceplan Group and this year, also in collaboration with the University of St-Gallen (HSG).

For instance, in 2023, CMOs had a lot to chew on: AI, emotional connection to brands, soft skills & challenging agencies were some of the key insights.

Focus on strong brands!

Despite all the focus on technologies, the belief in the power of emotional brands remains unshaken.

Soft skills calling!

CMOs' skills rely primarily on leadership to empathy, flexibility, and consumer centricity.

Marketing Needs New Superheroes!

The use of new technologies, especially AI, will be of paramount importance in 2024.

Agency-challengers!

Marketing teams must become high-performance organizations, where creativity is as important as data understanding.



The CMO of the Year 2023

JOSÉ FERNANDEZ

Chief Marketing, Digital, &
Customer Experience D'Ieteren

“José deserves the title of CMO of the Year 2023, not only for his impressive career path on the advertiser and agency side, but especially for his personal involvement within our sector, for his societal commitments, and, of course, for the excellent results achieved by the D'Ieteren group. The automotive sector and mobility in general are undergoing significant changes. And we can affirm that D'Ieteren innovates daily on these topics and is rewarded with numerous awards. José has always been attentive to consumers, the foundation of our professions, and the launch of the VOC (voice of customers) tool is a good example. Well done, José!”



PETER VANDE GRAVEELE

CEO, Serviceplan Group Belux



CMO COUNCIL MEMBERS 2024

CMO COUNCIL MEMBERS

Kris Aeck
DOVY KEUKENS
Marketing and Communication Director

Miguel Aguza
ORANGE
Consumer & Business Communication
Director

Jeroen Algoet
LAB9
Product & Marketing Manager

Fiona Amoroso
IXINA
Marketing Director

Nicolas Ampe
POLET BAYARD
Managing Director Benelux

Francesca Arcangeli
CAMPARI
Marketing Director BeNeLux

Caganur Atay Uctu
MEDIAMARKT
Marketing & Communications Director

Caroline Baume
MONDELEZ (CÔTE D'OR)
Marketing Director Benelux

Ann-Sophie Beemaert
EDGARD & COOPER
Marketing Manager Benelux

Axel Bervoets
MAKITA
Marketing & Sales Manager Belux

Thomas Boucheron
PERNOD RICARD
Marketing Manager

Yannick Bouillon
COLRUYT
Head of Marketing Communication Service
for Food Retail

Charlotte D'Hoogh
PHILIPS
Marketing Manager Espresso

Yannick De Bièvre
CARREFOUR
Director of Marketing,
Customer Services & Analytics

Joni De Bleser
MONDELEZ (COTE D'OR)
Senior Brand Manager

Kym De Clercq
GAMMA
Brand Manager

Marion De Decker
EGGO
Chief Marketing Officer

Danielle De Lange
FRIESLAND CAMPINA
Marketing Director

Desiree De Maesschalck
AKZO NOBEL (LEVIS)
Marketing Director

Ivo De Schepper
STIHL
Sales & Marketing Manager Benelux

Sabine De Veilder
AVEVE
Chief Marketing Officer

Elke De Vuyst
LIDL
Marketing Director

Matthias Deckers
NESTLÉ WATERS
Brand Manager Stills

Valérie Delaby
PEPSICO (LAY'S)
Senior Marketing Manager Europe

Alexis Delrieux
DIAGEO (BAILEY'S)
Customer Marketing Manager, Country Lead Belux

Valentine Desclée
STABILO
Marketing Director



Tine Dubois
MICROSOFT
COO Belux

Bart Hullebroeck
KÄRCHER
Marketing Director Region Central Europe

Aude Mayence
DELHAIZE
VP Marketing & Digital

Britt Elen
COOLBLUE
Customer Journey Specialist

Niko Huysegoms
HUSQVARNA (GARDENA)
General Manager

Kris Michiels
LOTTERIE NATIONALE
Marketing Director

Nathalie Erdmanis
AG INSURANCE
Director of Sustainability

Lauriane Jacquier
HENKEL (PATTEX)
Head of Marketing Benelux

Davy Moons
SAMSUNG ELECTRONICS
Head of Marketing

José Fernandez
D'IETEREN
Chief Customer Experience, Marketing & Digital Officer

Erik Kasper
MARS PETCARE (ROYAL CANIN)
Sales & Marketing Director Benelux

Els Moreels
COLRUYT
Marketing Manager

Pierre Feuerstoss
ZOOPLUS
Managing Director France & Belgium

Rez Kazzaz
JBL (HARMAN INTERNATIONAL)
Senior Marketing Manager Benelux

Florence Muls
ENGIE
Chief Communication & CSR

Natacha Ghesquière
COCA-COLA (CHAUDFONTAINE)
Senior Brand Manager Europe

Patrick Kindt
KBC
General Manager Communication

Rick Nijhuis
DANONE (FOOD & WATERS)
Marketing Director

Marijke Heeres-Poppelaars
COLGATE PALMOLIVE (HILL'S)
Marketing Manager Benelux

Michele Laghezza
MIELE
Marketing Director

Bart Nyns
D'IETEREN (VOLKSWAGEN)
Marketing Director

Noël Heinink
L'OREAL
Marketing Director Benelux

Aline Lemaire
COCA-COLA
Marketing Director Europe

Maxime Parein
SAMSUNG HOME APPLIANCES
Head of Marketing Benelux

Ellen Helsen
DCM
Marketing Manager

Marika Luyckx
COLRUYT (DATS 24)
Head of Marketing & Sales

Carmen Pavel
BEIERSDORF (NIVEA)
Marketing Director BeNeLux

Isabel Henderick
ALDI
Marketing Director

Els Maes
BIC
Product & Category Manager

Vincent Pécasse
ETHIAS
Head of Marketing

Sabrina Heymans
PHILIPS
Head of Media & PR

Caroline Manet
SCHWEPPES
Marketing Manager

Karel Peersman
ARGENTA
Marketing Communication Manager

Ronny Hoekman
SONY
Marketing Director

Koen Marien
HUBO
Online Marketing Lead

Dimitri Peeters
GROHE
Marketing Director

Chloé Huauilmé
POSCA
Brand Manager

Cindy Kepa
UNILEVER (DOVE)
Brand Manager Benelux

Josse Peremans
AB INBEV (JUPILER)
Marketing Director Europe





CMO COUNCIL MEMBERS

Aksana Petrova
GROUPE SEB (TEFAL)
Marketing Director Groupe Seb Belgium

Robby Remmerie
TEC7
Marketing Director

Bert Robbens
**Q8 KUWAIT PETROLEUM NORTH-
WEST EUROPE (BELGIUM)**
Head of Marketing

Sharon Roels
GB FOODS (DEVOS LEMMENS)
Marketing Director

Britta Rym
BRICO PLAN-IT
Marketing Director

Patrick Sterpin
APPLE
Head of Commercial

Vincent Thilmany
TOYOTA
Head of Marketing & Customer Experience

Megane Tournier
MARS PETCARE (WHISKAS)
Brand/Portfolio Manager Sheba & Perfect Fit
Mars Multisales

Philippe Van den Ende
DYSON
Head of Marketing

Ewoud Van Der Heyden
BMW GROUP
Marketing Director

Aude Van Enst
TOM & CO
Head of Marketing

Andy Van Hassel
DUVEL MOORTGAT
Global Marketing Director

Anouk Van Hauteghem
COCA-COLA (FANTA)
Marketing Director Europe

Pascale Van Leeuwen
MILCOBEL (BRUGGE)
Marketing & Innovation Director

Steven Van Pee
HP
Head of Consumer Channel Benelux

Ben Van Ransbeeck
AB INBEV (LEFFE)
Brand Manager Leffe Benelux

Hendrik Van Steendam
LOTUS
Global Brand Director Natural Foods

Sanne Wessels
MARTINI
Brand Director Benelux

Kirsten Willems
DANONE (DAIRY)
Senior Brand Manager Alpro

Annelies Willemse
STANLEY BLACK & DECKER
Marketing Director Benelux

Peter Zijlstra
MERCEDES-BENZ
Head of Marketing

Pauline Zürstrassen
PURINA ONE
Senior Brand Manager

“More than ever, in this period of uncertainty, CMOs will have to master and manage meaningfulness with sustainable results. Agility will be key. This is why, it remains crucial to be able to share together best (and worst) practices with peers: networking within a safe framework is one of the objectives of the CMO Council.”



NATHALIE ERDMANIS
Director of Sustainability AG Insurance & Ageas
President of the CMO Council



**We deliver the
Full View,TM**
*the most complete and clear
understanding of
consumer buying behavior.*

NIQ



We are NIQ and GfK. The world's leading consumer intelligence company for retailers and brands. In 2023, NIQ and GfK combined, bringing together the two industry leaders with unparalleled global reach.



→ www.niq.com/gfk



We believe in doing good business
While doing good



Channel Factory ensures safe ad placements on YouTube by complying with Kidsafe and Coppa standards for responsible and secure targeting practices in children's advertising.



Download our
Brand Safety and
Suitability guide

www.channelfactory.com

