

Brussels, 17 March 2016

Serviceplan and GfK Belgium crown Belgium's most influential brands.

The first **'Best Brands Awards'** have reached their verdict on March 17th in the Colonial Palace to crown the Belgian brands that heavily invest in our country.

The results, measured by **GfK Belgium** between October and November of 2015 during a large-scale and multisectoral market research with over 2,300 participants, are now finally available. **Colruyt Group** takes home the award for **'Best Belgian Brand'**, **Samsung** is the **'Best Product Brand'** and **The Coca-Cola Company** gets to hold the title of **'Best Corporate Brand'**.

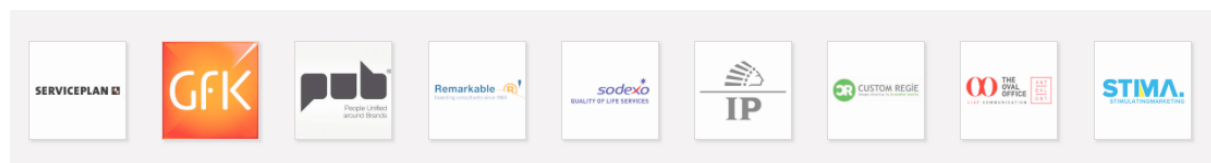
Our congratulations to the winners, but also the brilliant finalists* who just barely missed out on becoming a 'Best Brand'!

In Munich, 2004, Serviceplan Group introduced the **'Best Brands Awards'**, which have since become **the brand barometer to measure a brand's performance**. 12 years later they touch down in Belgium after achieving continued success in China (2014, 2015) and Italy (2015).

This unique and innovative project is the first to combine two traditional marketing criteria: **the tactile economic success on the market ('brand success'), and the emotional impact of the brand on its consumers ('share of soul')**. The data was measured during a representative, large-scale and multisectoral market research with Belgian consumers.

But above all, the 'Best Brands' are a **new indicator of a brand's performance**, measured from the consumer's perspective, which will yield brands valuable insights about their future and sustainable growth.

1 / **The set of KPIs** that are used to measure the economic success and the emotional dimension will provide the brands with important information **about their perception among the Belgian consumers, the necessary steps to further develop and how they can become a 'Best Brand'**. Generally speaking, most brands know what they are doing correctly, but they often ignore the most poignant factors in the development of the ever-increasingly important **'customer journey'**. It's one of the reasons this brand barometer exists, as it will help the brands to develop the right creative and marketing strategy.



2 / **The consumer centricity approach** is clearly noticeable in the results of 2016. There are two major influences: the **'customer brand relationship'**, which reflects the relationship of the brand with its consumers, and the **'brand experience'**, measuring the direct impact of the brand on its consumers. The combination of both can shape the **future of brands and their potential for diversification** in terms of creativity, planning tools, choice of consumer research, development of the proper communication strategy and the efficiency of the chosen channels. And all of that is something to behold in a world where digital plays a bigger and bigger role, even pushing brands to act more swiftly. This way, brands can more easily handle the way a consumer adapts, and offer them a better brand experience.

The results of the 'Best Brands', per sector and per brand, have already been requested multiple times for usage in the presentations of various advertisers.

This first Belgian edition is truly full of potential for its successor. We can already announce that the 2017 edition will hold an extra category: the **'Best Growth Brand'**.

This distinction will crown the brand that has achieved the most significant growth using this year's market research results.

And last but not least, we would like to thank our loyal partners and encourage all Belgian brands to become a 'Best Brand' for the next edition of the 'Best Brands Awards' that will take place on **March 16th, 2017**.

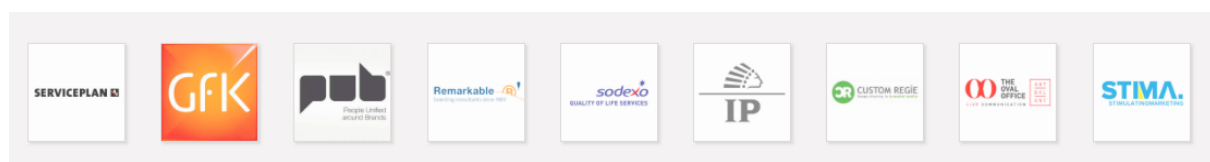
To follow us: www.bestbrands.be - #bestbrands2016

* The ten finalists, per category:

In the category **'Best Product Brand'** have been selected, in alphabetical order: **Coca-Cola, Côte d'Or, Danone, Esprit, HP, Jupiler, Nivea, Philips, Samsung, Volkswagen**.

In the category **'Best Belgian Brand'** have been selected, in alphabetical order: **AB InBev, bpost, Colruyt Group, Delhaize Belgium, Kinopolis, Lotus, Proximus, Solvay, Telenet, UCB**.

In the category **'Best Corporate Brand'** have been selected, in alphabetical order: **AB InBev, Apple, Coca-Cola, Colruyt Group, Delhaize Group, Ikea, Lotus, Microsoft, Samsung, The Walt Disney Company**.



PRESS CONTACTS

Serviceplan Group

The Serviceplan Group is the largest and most diversified owner-managed and partner-managed agency group in Europe. Founded in 1970 as a traditional advertising agency, Serviceplan swiftly developed the concept of a 'House of Communication'. This is still the only fully integrated agency model in Belgium, combining all manner of communication disciplines under one roof: whether they are brand strategists, creative professionals, media or online specialists, web designers, dialogue or CRM experts, market researchers, PR consultants or sales specialists – at Serviceplan, everybody pulls in the same direction at over 30 locations worldwide, among others Amsterdam, Berlin, Brussels, Dubai, Hamburg, London, Moscow, Munich, New York, Paris, Beijing, Shanghai, Seoul, Vienna and Zurich. With more than 2,800 employees Serviceplan is servicing clients such as Amnesty International, BMW, Coca-Cola, Fanta, Ici Paris XL, L'Oréal, Shell and more.

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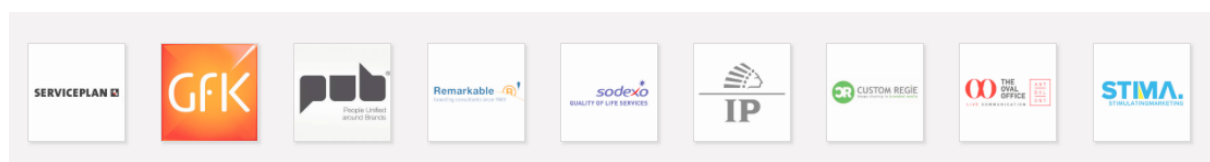
GfK Belgium

GfK makes research matter by delivering the future. In a digitized world, we are the trusted source of relevant market and consumer information that empowers our clients to make smarter decisions. As thought leaders in our industry, we have a deep understanding of consumer experiences and choices.

We are 13,000 passionate experts with more than 80 years of data science experience and German heritage. We deliver globally with vital insights into local markets in 100 countries.

We turn research into business opportunities. Through innovative systems and partnerships, we integrate on- and offline data to support Growth from Knowledge. Our goal is simple: Enable our clients to create winning strategies to enrich consumers' lives.

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PARTNERS

PUB

PUB is a Belgian trade magazine specialized in marketing, advertising, communication and media. It is a serious magazine that does not take itself too seriously. A monthly paper magazine and a daily newsletter keep the small world of brands informed about the goings-on in the industry – with the newest trends, relevant research and inspiring innovations. PUB was founded in 1976. The brand started a new life in 1988 with the take-over by the group Wolters Kluwer. The magazine was a real success thanks to the multi-media approach, the biweekly paper magazine, the newsletter and the annuals, reinforced with the website pub.be in 1997. In the beginning of 2015, with 39 years on the counter, the group Wolters Kluwer let the title. Philippe Warzée and the Nethys Group founded the firm TheNewPub for the edition of PUB. Today, PUB is a magazine with a circulation of 3.000 issues and a fully digital bilingual approach, completely responsive and enriched with analyses and ‘Breakfast Sessions’ – workshops that try and find 100% practical solutions for all fields in communication.

CUSTOM REGIE

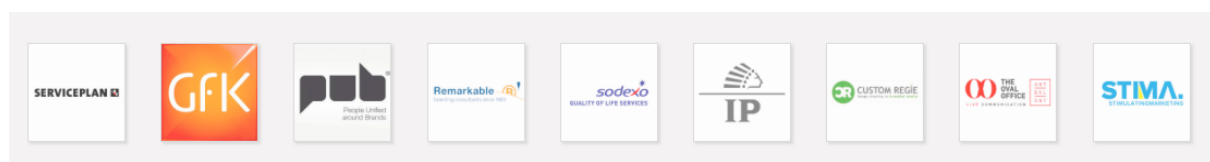
In association with relevant brand names, we have selected specific and targeted audiences: Families, Services & Capital Facilities, First Class, MarCom Professionals. We offer targeted communication solutions to advertisers willing to address specific and qualified audiences. Two criteria guided our choice: values of the brand and content and added value for the audience. We are an independent sales house dedicated to finding the tailor-made advertising campaigns and revenues for its custom publishers/editors. We provide a professional and organized full service center including: information, planning, selection, buying, technical data and material deliveries.

STIMA

With 1000 members STIMA is the leading Belgian organisation for professionals in marketing. Our events and our courses offer unique opportunities to expand professional knowledge and to stay abreast of new marketing trends and tools. It provides also an excellent platform for extended networking opportunities. STIMA is a think tank for marketing strategies, a continuous stimulus for the marketing professionalism in our country.

REMARKABLE

Remarkable has created and enhanced strong brands since 1989. Based on original names, fresh, discerning logos, stimulating packaging and a consistent corporate identity. Building up and supporting the correct brand strategy ensures a strong focus. Remarkable has also built extensive experience in advice and registration of trademarks and designs for a large number of clients in diverse sectors and regions.



THE OVAL OFFICE

Based on the conviction that ‘brands’ and ‘people’ inspire one another, The Oval Office creates “live driven” brand experiences that positively surprise, inspire and engage organisations as well as their target audiences. The agency works from Antwerp, Brussels and Ghent and has 38 employees, experts in corporate & marketing events, digital marketing, brand activation, communication, content marketing and PR. The Oval Office works for many renowned organisations and brands including Actiris, BASF, BMW, bpost bank, DEME, Dominique Models, the Chancellery of the Prime Minister, MINI, Nintendo, Taalunie, Proximus, Red Bull, Reynaers Aluminium, SD Worx, the City of Antwerp and Thalys. The Oval Office is a member of ACC Belgium and founder-shareholder of 27Names, Europe’s live communication agency.

IP

Of all the media sales houses in Belgium, IP is the one that practises its activities within the largest range of media: TV, Radio, Press and Digital.

IP leads the brands to reach their target at the right place, through the right channels, with the right creativity. Straight to the heart.

SODEXO

Sodexo strongly believes that the Quality of Daily Life contributes to the progress of individuals and to the performance of organisations. Based on this conviction, Sodexo serves as the strategic partner for businesses and organisations who place a premium on performance, and has been doing so since Pierre Bellon founded the company in 1966. Sodexo counts 75 million daily customers, 428.000 employees, 375.000 Benefits & Rewards clients, is represented in 80 countries, ranked as the 18th best employer in the world (7th in Europe), and has 33.300 client sites of On-Site Services. As for Belgium, one in four companies is in contact with Sodexo on a daily basis, whether it is via service and training vouchers, electronic meal vouchers (Sodexo Card®), school refectory, company restaurant, Eco Pass®, Cadeau Pass® or the Sport & Culture Pass®, etc. Sodexo is also a worldwide leader in Benefits & Rewards services operating in 34 countries. In Belgium Sodexo Benefits & Rewards Services offers companies a range of services that contribute to larger purchasing power for the Belgian active population and leads to an optimisation of the salary packages. By recognising talent and compensating employees for their efforts, companies can create a qualitative working life environment, which will contribute to employees’ welfare.

