

Celebrating Your 2026 Advantage Award Achievement

A resource to help you celebrate your teams, recognize your partners, and share your achievement

Advantage_



CONGRATULATIONS

Your Recognition Represents More Than Performance

Congratulations on your Advantage Award achievement! Your recognition reflects the strength of your business partnerships and the trust your partners place in your organization.

Behind every award is a commitment to listening, learning, and continuously improving how you collaborate with your business partners. This toolkit provides ideas and best practices to help you celebrate your success internally and externally while sharing the story behind your achievement.



For additional guidance on communicating your achievement, contact our Marketing team at marketing@advantagegroup.com.

A Message From Peter Harris, Chief Executive Officer



Peter Harris
Chief Executive Officer
[Advantage Group International](#)

“

Congratulations on earning this year’s Advantage Award; a recognition that is earned, never given. It reflects the honest conversations and everyday effort of putting your partners first, and the trust you have built with the people who know your work best.

This award belongs to every team that listened and turned feedback into action. As we celebrate what you have accomplished this year, we look forward to the partnerships you will strengthen next. Well done and thank you for continuing to set the standard for business relationships worldwide.

How to Recognize Your Performance Internally

Your Advantage Award represents the collective effort of your organization. Celebrating internally helps recognize the teams, leaders, and partners who contributed to building stronger business relationships and commercial success.

1

Share the achievement

Communicate your recognition through internal channels such as company announcements, newsletters, town halls and team meetings.

2

Recognize your teams

Celebrate the people behind the results and highlight how different teams contribute to building stronger partnerships.

3

Bring your story to life

Share examples of collaboration, improvement initiatives, and actions taken based on business partner feedback.

4

Celebrate together

Create opportunities to recognize success through internal events, team celebrations and leadership communications.

How to Recognize Your Performance Externally

Your Advantage Award is an opportunity to showcase your commitment to collaboration, continuous improvement, and strong business partnerships.

1

Celebrate your people

Recognize the teams and leaders who helped strengthen your partnerships and achieve this milestone.

2

Thank your partners

Acknowledge the valuable feedback, collaboration, and trust from your business partners that contributed to your success.

3

Highlight your commitment to improvement

Share how listening, learning, and acting on feedback helps your organization continuously strengthen partnerships.

4

Reference Advantage Group International

Clearly identify Advantage Report as the source of your recognition, business improvement and relationship insights.

SHARE WITH CONFIDENCE

Best Practices When Sharing Your Recognition Externally

To ensure your Advantage Award achievement is communicated accurately and consistently, please consider the following best practices when sharing your recognition externally.

1

Confirm Your Award Details

Ensure your communication reflects the correct award category, benchmark group, and recognition details. Your Advantage Advisor can provide guidance if needed.

2

Protect Confidential Information

Do not share proprietary Advantage Report data, competitor information, rankings, scores, or confidential insights.

3

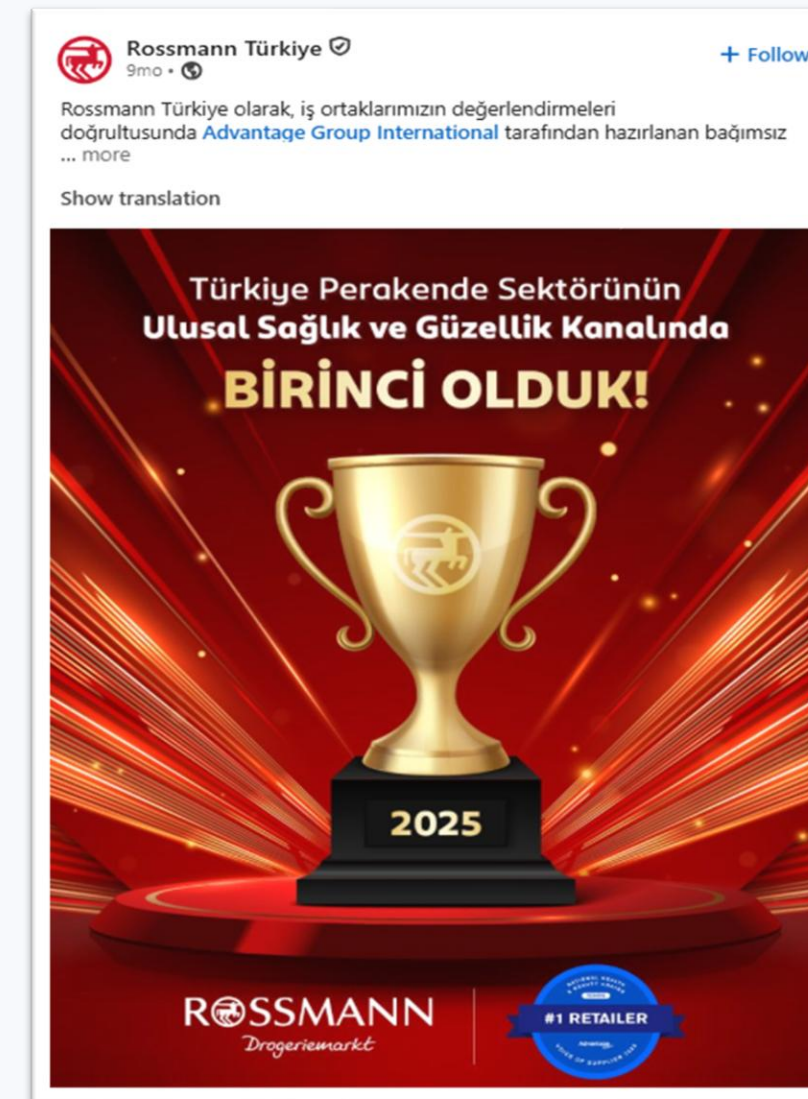
Focus on Partnership and Progress

Highlight your organization’s commitment to listening, collaboration, and continuous improvement rather than focusing only on rankings.

4

Celebrate the Journey

Share the actions, teamwork, and partnerships that contributed to your achievement.



Best Practice Examples of External Celebrations

Example LinkedIn Post



Jaime Villalobos Arrate • 2nd
Head of Corporate Sales Nestlé Chile
9mo • Edited •

+ Follow

2024 🏆 2025 . Me enorgullece profundamente compartir que, por segundo año consecutivo, **#NestléChile** ha logrado el primer lugar en el Advantage Report, la ... more

Show translation





Diego Granizo • 3rd+
Global Chief Operating Officer at Swire Coca-Cola
9mo •

+ Follow

O Sistema Coca-Cola Brasil alcançou a posição de TOP 1 no Ranking Advantage 2025 – Canal Supermercado! 🏆 ... more

Show translation





Lactalis Romania ✓
8mo •

+ Follow

Suntem onorați să împărtășim o veste mare: **#Albalact**, cea mai mare companie a Grupului **#Lactalis** România, a primit pentru al doilea an consecutiv ... more

Show translation





Luca Cavallero • 2nd
Business Unit Director at Nestlé
9mo •

+ Follow

Crescere insieme ai propri clienti significa ascoltare, imparare e migliorare ogni giorno. ... more

Show translation



Partner With Advantage to Share Your Story

We are proud to celebrate your achievement and support you in sharing your success with your teams, partners, and broader network. When communicating your recognition:

1

Use approved Advantage branding

Leverage our corporate logo and/or product logo within your announcement.

[Access the branded media kit →](#)

2

Reference Advantage Group International

Clearly identify Advantage Report as the source of your recognition.

3

Connect with us on social media

Tag [Advantage Group International](#) when sharing your achievement and we will reshare your award.

4

Include our hashtag

Use [#BetterTogether](#) to join the conversation around stronger partnerships.

5

Explore additional opportunities

Partner with our team on expanded marketing opportunities, including press releases, blog features, interviews, email campaigns, and success stories.

All #1 Grocery winners are also showcased on the live Advantage Awards leaderboard at advantagegroup.com/services/awards, updated with new winners throughout the year.

How to Reference Advantage

Who is Advantage Group and what do they do?

Advantage Group is the leading advisor in business-to-business engagement solutions globally. We help people and organizations work better together by providing the gift of feedback and, through insight, drive positive behaviour change and business growth.

What is Advantage Report?

Advantage Report gives clients a benchmarked view of performance as rated by their business partners, providing them with valuable data regarding their business relationships’ strengths, weaknesses and opportunities. The program has grown to service over 45 markets across the globe because of our proven track record of suppliers and retailers using it to drive more meaningful business-to-business relationships. Advantage Report helps people and organizations work better together.

About Advantage Group International (boilerplate)

Advantage Group International (AGI) is the leading advisor in business-to-business engagement solutions globally. Trusted by many of the world's leading brands, Advantage Report™ has become the gold standard for improving performance between suppliers and retailers in over 45 countries. Established in 1989 and headquartered in Canada, AGI acts as an integral link between supplier and retail partners in the world of fast-moving consumer goods and beyond. We use data, feedback and strategy consulting to illuminate opportunities for mutual growth, strengthen relationships and provide invaluable insight, helping people and organizations work better together.

For more information, visit advantagegroup.com

Always refer to Advantage as either:

- ✓ Advantage
- ✓ Advantage Group
- ✓ Advantage Group International
- ✓ AGI

For more information, visit advantagegroup.com

Congratulations!



We are proud to celebrate your achievement and to support you in sharing your success with your teams, partners, and broader network.

FOR ADDITIONAL SUPPORT

marketing@advantagegroup.com

LEARN MORE

advantagegroup.com/services/awards

Advantage
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#BetterTogether