



Celebration Toolkit for Winners

2025 program improvements and best practices for sharing your success!

Updated August 2025

Why We Designed this Toolkit



Thank you for being an advocate of strong and sustainable business partnerships.

To support you in recognizing your recent Advantage Report performance, we've created this **Celebration Toolkit** to guide the appropriate use of Advantage Group International brand elements outside of your organization.

Please follow the best practices outlined in the toolkit when communicating your company's Advantage Report performance externally—whether to partners, clients, media outlets, social channels, or other audiences.

As always, your Advantage Advisor is here to support you. For additional guidance on marketing and communications best practices, feel free to contact us at marketing@advantagegroup.com.

Congratulations on Your Advantage Report Performance!

This year marks a meaningful milestone for all of us at Advantage Group International.

Since stepping into the role of CEO in January 2025, one of my top priorities has been to elevate the success of companies that are deeply committed to building strong and sustainable business partnerships. It's essential that excellence is recognized consistently across every market where we operate.

The expanded global format of the **Advantage Awards** reflects this commitment. We are proud to honour outstanding companies like yours—organizations that are setting the benchmark for business-to-business engagement.

Your recognition is grounded in your **Advantage Report** results and shaped by the voices of your business partners—those who collaborate with you daily and experience your responsiveness, leadership, and partnership firsthand.

This award is more than a measure of performance. It is a powerful testament to the strength of your partnerships and the high standards your team upholds.

We hope this well-earned recognition is celebrated across your entire organization. Congratulations!

Warm regards,

Peter Harris

Chief Executive Officer

Advantage Group International



What's New in 2025? Advantage Awards Program Enhancements

New this year, we're proud to recognize the #1 grocery retailer and #1 grocery supplier in every market publicly.

As the industry evolves, so does Advantage's role. In addition to delivering strategic performance insights, we're now serving as a trusted platform to spotlight companies that lead in building strong, results-driven business partnerships.

If your company ranks #1 (or ties for #1) in the grocery program, here's what to expect:

- ✓ **Digital Awards Badge**
Your Advantage Advisor will provide a [digital badge](#) to help you showcase your achievement.
- ✓ **Website Recognition**
Once insights presentations conclude and at the direction of local Advantage Advisors, winning companies will be featured on the [2025 grocery program winner leaderboard](#) on our corporate website.
- ✓ **LinkedIn Announcement**
After both the #1 supplier and #1 retailer in each market have been presented to, a celebratory post will be shared on LinkedIn by your local Advantage Advisor.
- ✓ **Global Press Release**
A formal announcement recognizing all 2025 #1 grocery suppliers and retailers will be published in February 2026.

We remain deeply committed to celebrating your success. Our marketing team is here to help amplify your achievement across relevant channels and ensure your recognition is communicated accurately and effectively.

Example LinkedIn Post



Leaderboard

The screenshot shows a webpage titled "Advantage Awards Leaderboard for 2025 Grocery Program Winners". It includes a navigation bar with "Our Expertise", "Engagement Solutions", "Client Testimonials", "Insights", "About Us", "Blog", "Locations", and "Login". A paragraph of text reads: "While we recognize there are outstanding retailers and suppliers across all these sectors, the Advantage Awards are an opportunity for us to recognize the grocery sector - a tribute to where our journey begins." Below this is a table with columns for "Country", "Award", and "Company". The table lists winners for Australia, China, and India, with "Program in Progress" links for each.

Country	Award	Company
Australia	#1 Retailer	Program in Progress
Australia	#1 Supplier	Program in Progress
China	#1 Retailer	Program in Progress
China	#1 Supplier	Program in Progress
India	#1 Retailer	Program in Progress
India	#1 Supplier	Program in Progress

How to Recognize Your Performance Internally

Celebrating your Advantage Report performance inside your organization is just as important as acknowledging your performance publicly.

Because supplier/customer engagement is a company-wide effort, internal messages are most impactful when delivered by your Chief Executive Officer (CEO) or Chief Commercial Officer (CCO).

Best practices for celebrating internally:

- ✓ Thank your teams for prioritizing supplier or customer engagement and for their ongoing efforts to improve collaboration with your business partners.
- ✓ Celebrate company-wide contributions by recognizing the role all departments played—not just key stakeholders or individual teams.
- ✓ Host a virtual or in-person event to highlight success stories, recognize impactful initiatives, and celebrate the programs that contributed to your strong results.
- ✓ Focus on performance improvements within your benchmark group, rather than at the level of individual business partners or accounts.



How to Recognize Your Performance **Externally**

We encourage you to publicly acknowledge and celebrate annual Advantage Report performance. Your success reflects your organization's ability to listen, respond, and act on the feedback provided by your business partners.

When you celebrate your results, you are not only recognizing internal achievements but also reinforcing your company's commitment to partnership-led growth.

Winning with Advantage means everyone wins, including your partners.

Best Practices for Acknowledging Your Performance:

- ✓ **Celebrate and congratulate the entire organization**
Recognize the contributions of all teams, not just key stakeholders.
- ✓ **Thank your partners**
Acknowledge their feedback and their role in strengthening collaboration through their honest and constructive feedback.
- ✓ **Emphasize the value of listening**
Highlight your ongoing commitment to transparent, partner-led improvement.
- ✓ **Mention Advantage Group International**
Clearly identify Advantage Report as the source of your feedback and insights.



Partner with Advantage to share your success!

We will work with you to celebrate your success in the following ways, and more.

✓ **LinkedIn Promotion**

Leverage social media with coordinated posts and reshares to amplify your achievement.

✓ **Joint Blog Feature**

Participate in an interview to be profiled in a blog post published on Advantage's website.





✓ **Joint Media Release**

Collaborate with us on a co-branded media release to publicly announce your performance.

Guidelines for How to Recognize Your Performance **Externally**



Before publicly acknowledging your Advantage Report performance:

-  **Confirm Your Benchmark Set**
Ensure your performance is based on a syndicated benchmark set (not a custom benchmark exclusive to your company). If you are unsure, contact your Advantage Advisor.
-  **Do Not Disclose Competitor Information**
Omit the names or performance of other companies in your benchmark set.
-  **Do Not Publish or Promote Report Data**
Avoid sharing or promoting Advantage Report charts, scores, or proprietary data.
-  **Focus on Collaboration and Partnerships**
Instead of focusing on rankings or scores, highlight your company's ability to prioritize collaboration and be viewed as a responsive and proactive business partner.



Best Practice Examples for Inspiration

Mindy Sherwood · 2nd
Chief Sales Officer at Procter & Gamble
3mo · 🌐


I'm SO PROUD to share that **Advantage Group International** just released its 2024 Advantage Report Global Scorecard, and **Procter & Gamble** ranked #1 manufacturer for the 10TH STRAIGHT YEAR! 🎉

Driving superior outcomes with retail partners is a key focus for P&G, and I'd like to express heartfelt THANKS to customers for their support and trust. I also want to recognize the multi-functional team of P&Gers across the globe whose commitment to excellence has helped us sustain this level of leadership.

Here are a few highlights from this year's results:

- 🏆 P&G ranks #1 in Category & Consumer Marketing, Supply Chain & Customer Service, and E-Commerce
- 🏆 P&G holds the #1 position in 21 category reports
- 🏆 P&G is #1 in five markets
- 🏆 P&G is #1 in 13 of the 28 competency areas measured

I'm incredibly grateful to P&G's retail partners. We remain humble and committed to continually taking our performance with you to the next level, and we look forward to continued success in 2025!



Özgür HASLAN · 2nd
Commercial Director | L'Oréal CPD | Management Committee Mem...
7mo · Edited · 🌐 + Follow

L'Oréal Türkiye Tüketici Ürünleri Divizyonu olarak, 2024 Advantage Report'ta yine e-ticarette lider konumdayız!

Advantage Group International tarafından gerçekleştirilen FMCG müşteri memnuniyet anketinin 2024 sonuçlarında e-ticarette #1 kişisel bakım şirketi seçilirken, lider e-ticaret tedarikçisi konumumuz da devam ettirmenin gururunu yaşıyoruz. Hep odağımızda tuttuğumuz müşterilerimizle güçlü işbirliğimizi geleceğe dönük vizyonumuz, alışverişçi odaklı ve mükemmeliyetçi iş yapış şeklimiz ve bizi başarıya ulaştıran takım ruhumuz ile birleştiriyoruz. Dünyayı harekete geçiren güzelliği yaratan e-ticarette öncü olmaya ve yenilikleri yaratmaya devam edeceğiz.

Advantage Group International

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Hepsiburada (NASDAQ: HEPS)
442,262 followers
8mo · 🌐 + Follow

According to the results of the Advantage Group Report™, which guides the strategy of many global brands with its reports on benefit management, Hepsiburada has once again become the number 1 online platform in the 'E-commerce Voice of the Supplier Research'.

We are happy to be at the top of supplier satisfaction in the online retail sector.

We would like to thank all our teams for their contribution to this success.

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Ayca Erkol · 2nd
Nestlé şirketinde Business Executive Officer - NPP
8mo · 🌐 + Follow

As Nestlé Purina PetCare Turkey, we are proud to rank 1st in the pet category in the 2024 Advantage Report Research, which is considered the "Voice of Customers and Suppliers"!

I would like to congratulate and thank all our teammates who have brought us to this success in the research, which takes into account the categories of collaborations, the way our work is implemented, reputation and vision.

#nestlépurina #petcare #advantagereport

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Best Practice Examples for Inspiration

Cencosud S.A.
958,690 followers
4mo · 🌐

En **#CencosudPerú**, el servicio cercano, simple y de calidad que ofrecemos en **#Wong** y **#Metro**, entregando productos de la más alta calidad, surtido y fresca, solo es posible gracias al trabajo en conjunto con nuestros valiosos socios comerciales, nuestros proveedores.

Por eso, es un honor haber sido reconocidos, por cuarto año consecutivo, como el **#RetailerNúmero1** del país, según el ranking **#AdvantageReport2024**, realizado por **Advantage Group International**.

Este reconocimiento refleja la opinión de importantes socios comerciales en categorías clave como bebidas, alimentos y cuidado personal, quienes destacaron nuestro liderazgo con calificaciones sobresalientes en los ejes de colaboración, ejecución, reputación y visión.

¡Gracias a nuestros socios comerciales por confiar en nosotros y a todo el equipo de **#CencosudPerú** por hacer esto posible!

#CencosudPerú
#SupermercadosWong
#SupermercadosMetro
#RetailerNúmero1
#AdvantageReport2024

Show translation



Ever wondered what it takes to be a leader in retail supply in Türkiye?

For us, the answer to this question is, first and foremost, our teams who are committed to the sustainability of their work, performance-driven, and always dedicated to upholding our company's principles.

As **Unilever Türkiye**, we have been ranked first for three consecutive years in an independent study conducted by **Advantage Group International**. This year, however, we have gone a step further, achieving first place under the "Supply Chain and Customer Service" category, both overall and in each of our business units: Home Care, Personal Care, Ice Cream, Beauty & Wellbeing and Nutrition. We were also named the top company in the "People" category, recognized as the company that serves its customers with the best teams in Türkiye.

I truly congratulate all our teams who made this tremendous success possible through their hard work and dedication to our customers.

#UniquelyUnilever

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Beiersdorf
912,110 followers
1yr · 🌐

¡Celebramos con orgullo nuestro más reciente hito! Es un honor compartir que hemos alcanzado la posición número 1 en la encuesta Advantage Group de farmacias y perfumerías. Este resultado, no sólo es un reconocimiento a nuestra labor conjunta, sino un testimonio elocuente de nuestra inquebrantable búsqueda de la excelencia. Nos enorgullece enormemente ser reconocidos como líderes en nuestra industria y reafirma nuestra convicción de que trabajar en colaboración nos lleva a la cima del éxito y nos impulsa a mantenernos enfocados en nuestros objetivos y a desafiarlos a alcanzar nuevos horizontes. Deseamos extender nuestra gratitud a nuestros valiosos socios comerciales y al excepcional equipo que conforma nuestra empresa, por su incansable dedicación y el compromiso de todos, ha sido clave para conseguir este reconocimiento.

#advantage #excelencia #customerservice #Nivea #eucerin

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Our Brands · Our Impact · P&G · Our Story · News · Rewards & Offers

GLOBAL SCORECARD
#1 SUPPLIER
Advantage
TRUST OF THE CUSTOMER
10 YEARS

Ranked #1 by global retail partners for 10 straight years.

Read More

Grupo Éxito
817,424 followers
8mo · 🌐

+ Follow

Hemos sido reconocidos como el retailer más colaborativo por **Advantage Group International** un reconocimiento que reafirma nuestro compromiso con el **#trabajoenequipo** y las relaciones que hemos construido con nuestros aliados estratégicos.

Este premio es el reflejo de la sinergia y la confianza que desarrollamos con nuestros socios, buscando siempre crear valor compartido y generar un impacto positivo en nuestra industria.

Agradecemos a nuestro equipo y a todos nuestros aliados por ser parte de este logro. ¡Seguimos avanzando juntos hacia nuevos retos y oportunidades! 🙌

Show translation



Best Practice Examples for Inspiration

A Brand New Day • 4,258 followers • 9mo • [+ Follow](#)

Wow! 🎉 **A Brand New Day is #1** 🏆 binnen de categorie alcoholic drinks in de onafhankelijke studie van **Advantage Group International**.

Aan al onze retailpartners: bedankt voor dit mooie compliment! We kijken uit naar het vervolg in onze succesvolle samenwerking.

Show translation



Advantage_ | **A BRAND NEW DAY**
Voice of the customer report 2024

Nicolas Braun • 2nd • Gerente General de La Anónima • 5mo • [+ Follow](#)

Otra gran noticia para cerrar el año: ¡Por 8va vez consecutiva hemos sido votados por nuestros proveedores como la Mejor Cadena de Supermercados en la Encuesta Advantage Retailers! Advantage Group International

Es un honor que **La Anónima** reciba este reconocimiento, porque reafirma nuestro trabajo diario para construir vínculos de confianza con nuestros proveedores.

Sin lugar a dudas, somos **#MuchoMásQueUnSuper**

Show translation



LA ANONIMA

Geoffrey Fimmers • 3rd+ • Commercial Leader Belgium, Luxembourg and Nordics • 4mo • [+ Follow](#)

I am absolutely thrilled and inspired we've secured the #1 position in both Home Care & Baby Care categories in the latest **Advantage Group International Report** in Belgium.

Winning this is a great achievement for our **Kimberly-Clark** team, as it recognizes the performance and partnerships our team provide to our customers in our dynamic markets.

This incredible recognition is the result of the daily commitment, passion, and hard work of our team.

#WeAreKC #Kleenex #Scottex #Huggies



with Davy Truyts and 7 others

Uğur Karacaören • 2nd • Senior E-Commerce Manager at L'Oréal • 1yr • [+ Follow](#)

We are delighted to announce that we are selected as Turkey's #1 Supplier in the E-Commerce Channel as **L'Oréal Consumer Products Division**.


We are ranked #1 in an independent General E-Commerce Report conducted by **Advantage Group International** regarding our business with our e-commerce clients. We would like to thank all the team for their dedication, efforts and spectacular contribution that enabled us to achieve this success. By working with a spirit of perfect dedication, we have once again proven L'Oréal's leadership in E-Commerce.

We are aware that our success comes from common synergy created by our team who adopt, implement and develop L'Oréal's Beauty Tech Vision in all our business processes, together with our clients. We thank our clients for their trust and collaboration with us.

In the coming years, we will continue to provide perfect service and innovations to our clients by further developing L'Oréal's Beauty Tech Vision, dedicated to excellence in E-Commerce.

Ertuğrul Çağrı Akçay Serdar Kahraman Ege Cevatemre Verdal Eren Üstüner Selin Yurek Fatih Guzelyurt Zeynep Keskin

#weareloreal #glamteam #growthmindset



L'ORÉAL GROUPE

How to Reference Advantage

- ✓ Leverage our corporate logo and/or product logo within your announcement
- ✓ Reference our full company name: Advantage Group International
- ✓ Tag us accordingly on social media channels [@Advantage Group International](#)
- ✓ Link to [our website](#)
- ✓ Incorporate our hashtag within your messaging **#BetterTogether**



[Media Toolkit](#)



Partner with us on expanded marketing opportunities to promote your success. Examples include press releases, blog posts, interviews, email campaigns, etc.



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.

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](https://www.advantagegroup.com)

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.

Always refer to Advantage as:

- ✓ Advantage
- ✓ Advantage Group
- ✓ Advantage Group International
- ✓ AGI (if you are a US company)



Congratulations!

For Additional Support:

 marketing@advantagegroup.com

 <https://www.advantagegroup.com>