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Marketing & Branding

Open for V-Label licensed products and the exhibitors of Plant Based World Expo Europe 2023

CATEGORY-SPECIFIC QUESTIONS

When entering the Sustainability category, the application form consists of questions in the following topics. Each topic begins with a binary ('Yes' or 'No') question: if your answer is 'Yes', you will be asked to provide further information about that particular topic.

Overall brand image and messaging

Does your brand differentiate itself from competitors in terms of image?

Website

Has your brand used creativity and innovation to enhance the user experience, and/or to convey information on your website, and make it stand out from others in your industry?

Packaging design

Has your brand used innovative and clever packaging design to differentiate your products from competitors and make them more appealing to customers?

Social media and influencer marketing

Has your brand leveraged social media and/or influencer marketing in innovative ways to increase engagement, build brand awareness, and connect with your target audience?

Campaigns

Were campaigns (either offline or online) set up for the launch of your product(s), or to increase brand awareness, in the recent years?

Content marketing and education

Does your brand use educational content and materials to create a positive impact, build brand trust, demonstrate expertise, and engage with customers in a unique and innovative way?

Transparency

Does your brand prioritize transparency in its marketing efforts, and/or have you employed innovative strategies to communicate openly and honestly with your customers?

Customer experience

Does your brand create innovative and memorable experiences for your customers that drive loyalty and advocacy?

Further marketing tools

Are there any other marketing initiatives or strategies that your brand has implemented that you believe are particularly innovative, clever, and effective, and would like to share?