



Belgium: Q8 receives Best Brand award

The OMC has been named as one of the most valuable brand in Belgium based on research by GfK.

Fuel retailer Q8 won the award for best fuel brand at the Best Brands Awards 2019. This prize is handed on the basis of brand perception, using information from 5,000 Belgian families, and the economic success of the company.

“We are very proud that Q8 was voted Best Fuel Brand. It is a reward for our efforts to always start from the needs of the customer. That customer focus or customer centricity is one of our strategic spearheads,” said Filip Willems, Marketing Manager at Q8.

Every year, based on an extensive GfK survey on 5,000 Belgian families, they look at which brands are the most successful across 21 sectors. Winners of this year’s awards also included Ikea, KBC, Proximus and Coca-Cola.

“More than ever it is important for brands to build an authentic and sustainable relationship with customers,” added Willems.

Q8 is one of Belgium’s five leading players in the petrol station market.