

Company: Kervan Gıda, İstanbul, Türkiye

Company Description: Kervan Gıda is one of the world's leading confectionery manufacturers and Türkiye's largest exporter in the soft candy category. With globally recognized brands like Bebeto and Dexters, the company operates in over 85 countries and maintains a strong presence across Europe, the Middle East, Asia, and the Americas. Committed to quality, innovation, and sustainability,

Nomination Category: Corporate Communications, Investor Relations, & Public Relations Categories

Nomination Sub Category: Communications Department of the Year

Nomination Title: Kervan Gıda Communications Department

1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated department since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated department: its history and past performance (up to 200 words):

Total 165 words used.

Kervan Gıda's Corporate Communications Department has evolved from a traditional support unit into a strategic, cross-functional leader that shapes corporate reputation, culture, and stakeholder relationships. Recognizing the limitations of reactive communication, the department began a transformation in 2023—embedding proactive storytelling, digital fluency, and community engagement into every channel and touchpoint.

Operating across employer branding, social responsibility, public relations, investor communications, and customer affairs, the team designed an integrated communication ecosystem that consistently aligns with the company's strategic vision. With the acceleration of digital platforms, the department led high-performing campaigns on Instagram and LinkedIn, increasing visibility while embedding the brand's human, community-centered values.

Internally, communications became a cultural engine—connecting employees through shared narratives, recognition programs, and inclusive events. Externally, the department projected a confident, consistent, and emotionally intelligent voice that elevated brand trust.

By mid-2025, the team had transformed into both the voice and the conscience of the company—amplifying every success, managing every challenge, and building long-term brand equity through communication that informs, inspires, and mobilizes.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the department's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 205 words used.

Since 2023, Kervan Gıda's Corporate Communications Department has demonstrated how a communication function can become a strategic force within the business. The department built a seamless internal–external communication model, reinforced with structured planning, creativity, and measurable outcomes.

Internally, employee engagement reached new levels through recurring initiatives such as cultural celebrations, employee-led content, and the *My Story* leadership series. Corporate vision meetings and cross-functional campaigns boosted connection, transparency, and pride across teams.

Externally, the department transformed *BebetoFest* into a national community brand, implemented impactful sustainability campaigns, and formed long-term partnerships with NGOs and public institutions. The launch of the *Kervan İyilik Takımı* solidified the company's social responsibility ethos.

On social media, 2024 KPIs were surpassed by mid-2025—demonstrating both agility and strategic foresight. The team created high-engagement content entirely in-house, maintaining quality while optimizing cost. Posts around *Women's Day*, *Earth Day*, and *Customer Spotlights* became viral benchmarks within the industry.

Customer Affairs was fully integrated into the communication strategy, achieving a 100% response rate and 94/100 satisfaction score, turning resolution into reputation management.

Each of these efforts reflected not only strong execution, but a deliberate shift: from communication as messaging to communication as value creation. In every domain, the department elevated its function from informative to transformative.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the department's past performance (up to 250 words):

Total 206 words used.

Kervan Gıda's Corporate Communications Department redefined what excellence in communication looks like in the FMCG sector. While many brands still operate with fragmented messaging and externally outsourced content, this team built a fully integrated, in-house model that is agile, creative, and deeply aligned with organizational purpose.

What makes these achievements exceptional is their **multi-dimensional impact**. Internally, communication became a culture-shaping force. Externally, it became a reputation engine. From the emotional depth of *BebetoFest* and *Women's Day* events to the strategic clarity of investor communications and crisis response, every interaction reflected intentionality and consistency.

Unlike many peer companies that rely on seasonal bursts or one-off campaigns, Kervan Gıda institutionalized success. Events became annual traditions, social media became a storytelling platform, and every touchpoint was designed to reinforce trust.

The department achieved a 94/100 customer satisfaction score and surpassed all social KPIs without exceeding budget—proving that strategic thinking, not spending, drives communication effectiveness. Its in-house team outperformed agency-led peers, building high-impact content at speed and scale.

This transformation—turning a traditional function into a strategic enabler of unity, visibility, and brand credibility—is rare. Kervan Gıda's communications team did not follow trends; it set a new standard for what communication can deliver when deeply embedded in purpose, people, and performance.

6. You have the option to answer this final question: Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 140 words used.

The document titled "**Customer Affairs and Communication Excellence**" provides quantifiable evidence of how customer complaints were managed with 100% responsiveness, achieving a satisfaction score of 94/100 and turning issue resolution into a strategic trust-building tool. Monthly tracking, tone calibration, and transparency efforts are documented in detail.

The "**Social Media Communication Summary (2024 & 2025)**" outlines the department's digital storytelling strategy, illustrating how emotionally resonant, in-house content consistently surpassed KPIs. Specific campaigns—including *BebetoFest*, *Women's Day*, and *Sustainability Launch*—are described alongside performance metrics that validate reach, engagement, and brand equity impact.

The "**Projects Presentation**" showcases the full portfolio of communication efforts across employer branding, employee engagement, public events, sponsorships, social responsibility, and investor communications. It highlights milestone initiatives such as the *10,000 Tree Project*, *My Story* internal speaker series, and national campaign activations like *Back-to-School Influencer Collaborations* and *BebetoFest* regional rollouts.



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Attachments/Videos/Links:

[Kervan Gıda Communications Department](#)



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