



Ingredion Mexico Receives Award for Best Communication Practices During Pandemic

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Key Takeaways



of companies **connected with their audience** effectively or better than average based on their digital media presence



of companies used **digital tools to optimize communication** efficiently or better than average during the pandemic



of companies achieved an excellent or better than average **perception of their brand**

percent of all companies. The list includes several global companies such as Grupo Bimbo, Nestlé México, Grupo Modelo, Bolsa Mexicana de Valores, Cervecería Cuauhtémoc Moctezuma and Coca-Cola Femsa.

The list examines how efficiently businesses communicated their response to the global crisis. Each company was evaluated on its technological capabilities, relationship with traditional media, brand design and image, digital performance and organizational reputation.

Throughout the year, the team implemented several strategies to expand our internal and external communications capabilities. A continuous COVID-19 communication campaign was implemented, and a new virtual series, Ingredion Talks, was launched with topics on sweetness, starches and NOM-051 labeling challenges. Through our expanded technological capabilities, we provided our customers virtual trainings, webinars and tasting sessions.

"It is an honor to be part of this ranking," said Leopoldo Horle, president and general director of Ingredion México. "This reflects how, even while working at a distance, we were able to maintain very close relationships with our stakeholders through our communication channels. Together, we were able to achieve our purpose of making life better."

The complete list of rankings can be found [here](#).