




*The*  
**Ultimate  
Guide**

TO LEVERAGING YOUR CERTIFICATION





# 92%

**OF CONSUMERS CONSIDER HOW  
COMPANIES TAKE CARE OF  
THEIR EMPLOYEES' SAFETY  
WHEN DECIDING TO PURCHASE**

*\*McKinsey & Company  
COVID-19 US Consumer Pulse Survey  
October 2020*

THE ULTIMATE GUIDE TO LEVERAGING YOUR MARK

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AIB International has supported the food industry for more than 100 years with food safety and quality services.

Today, we serve companies in more than 200 countries around the globe.

# PANDEMIC PREPARED CERTIFICATION

Consumers want proof.

2020 blew the lid off the food industry's weaknesses, pushing the need to build trust and transparency to the forefront.

Not content with platitudes, consumers want tangible, independently-verified proof that products and the people that make it are safe.

Pandemic Prepared Certification addresses these concerns with a clear, actionable and rigorous standard.

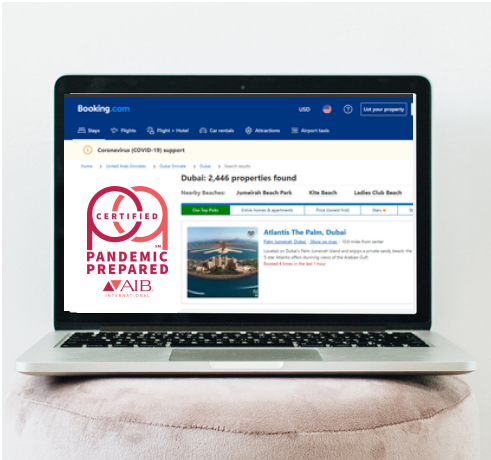
This certification mark provides assurance for your customers that you are committed to maintaining the best practices for COVID-19 and beyond.

This certification addresses:

- Pandemic Crisis Management
- Supply Chain Management
- Intermittent Operations Management
- Health Crisis Mitigation & Management
- Pre-Requisite Review



# EXAMPLES OF USE





**IN TIMES OF TROUBLE,  
TRUST OFTEN BECOMES  
MORE IMPORTANT AS A  
DIFFERENTIATING ATTRIBUTE  
AND AS A FACTOR IN BUYING.**





# CASE STUDY

## 1.3MM+ IMPRESSIONS

In October 2020, three of Almarai Company's sites successfully became the first facilities in the world to achieve Pandemic Prepared Certification.

Collaborating with Almarai's corporate communications team, AIB International developed a media campaign targeting food industry media, category media and regional media.

Within a week, Almarai's news reached 1.3MM+ media impressions across the globe. Since then, we have gone on to co-host webinars sharing their success story with more than 1,000 people.



### OUR CAMPAIGN STRATEGIES



PRESS RELEASE



SOCIAL MEDIA



EBLAST



ADVERTISING



VIDEO



WEBINAR

# MEDIA PLACEMENTS

Pandemic Prepared Certification has been featured in leading industry publications.





# LEVERAGE THE MARK



## WHO

The mark can be used by companies that have achieved Pandemic Prepared Certification.

## WHAT

It should be used only in reference to certified sites or products.

## WHERE

Use it on your website, advertising, social media, signage, brochures, menus, press releases, etc.

## WHEN

The mark license is valid for 1 year from date of certification. Sites must be annually re-certified to continue mark use.

## WHY

Because you've earned it!  
You've passed one of the most rigorous pandemic certifications there is!

## HOW

Email us for mark files and rules of use at: [ppc@aibinternational.com](mailto:ppc@aibinternational.com)

# 75%

**OF TRAVELERS SAY  
THIRD-PARTY CERTIFIED  
SANITATION REVIEWS  
GIVE THEM A SENSE OF  
SECURITY**

*\*PwC, Traveler Sentiment Survey, May 2020*

è improponibile, perché il *mono azul* tradirebbe nel  
getto che il possessore, non è vero?

Melchior conferma, sospirando.

«Ho deciso: ti porto un bel ritratto, e all'occasione  
che è la tua fidanzata.»

«Moglie» la corregge Melchior.

«Già, moglie, è scritto sul tuo passaporto.»

Ruth prova un improvviso imbarazzo, e cerca via  
via per uscire. Nella foto che ha pensato di portare  
Melchior, Gerda sta comprando dei mughetti, come si fa  
in Francia il Primo Maggio. Quasi certamente stava  
in place de la Bastille assieme a Capa. Ma ai tedeschi  
la storia. Si dirà che stava scegliendo

sorridente, Gerda che indossava la sua giacca di camoscio.  
«Eravamo una persona sola, un corpo solo» riusciva a far-  
fuggiare in preda a una ciucca triste. Oh, gli avrebbe riso in  
faccia Gerda. Ma questo smentiva che fosse uscita con lui,  
quella mattina del Primo Maggio, infilata nel suo macchia-  
to, amatissimo giubbotto?

«Sai che a vederli da lontano, quasi della stessa altezza,  
cioè bassini, somigliavano un po' a Charlot e Paulette God-  
dard su quella strada di campagna?»

«Dici?»

«Tu li conosci troppo.»  
Infatti, obietta Ruth, l'apparenza inganna. Lui non riu-  
sciva a fare a meno di catturarla in chissà quanti fotogram-  
mi, tra la folla di un comizio, in una trincea madrilenà; lei  
dedicato appena due ritratti.  
...va farsi catturare o era lei che non  
... è solo



# USING THE MARK

This is a quick summary. Please refer to the Pandemic Prepared Certification Standard for the full terms of use.

Reproduction of the mark should be clear, precise and of the highest standard.

The following guidelines govern full color, 100% black and white reproduction. No other colors are permitted.



## Min. Size:

0.75" (1.905 cm) height



RED: PMS - 7636C  
CORAL: PMS - 178C

Interior of this full-color mark, and a visible margin around the AIB International in the design must have white backgrounds.



100% Black

Background may be transparent.



White is permitted on dark backgrounds.

Background may be transparent.

# CHECKLIST: SHARE YOUR SUCCESS

HERE ARE A FEW IDEAS ON HOW WE CAN COLLABORATE.  
WE WOULD LOVE TO HEAR YOUR IDEAS! EMAIL US AT  
[PPC@AIBINTERNATIONAL.COM](mailto:PPC@AIBINTERNATIONAL.COM)



**CREATE CONSUMER BUZZ**



**FORGE INDUSTRY PARTNERSHIPS**



**DEVELOP A CASE STUDY**



**GUEST AUTHOR A BLOG POST**



**JOIN US ON A WEBINAR**



**HOST A PODCAST**





# Contact Us

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