

Collaborative Marketing:

trnd success stories

1

Activate consumers

Global pool of **1.8 Mio.** registered community members in **19** countries.

(Source: trnd.com, community statistics, 2016.)

2

Push social media

Nearly **10,000** social media posts for Hansgrohe thanks to consumer collaboration powered by trnd.

10x more Online-Buzz

(Source: Complexium Social Media Monitoring Company, November 2013.)

3

Optimise ROI

In 36% of trnd Collaborative Marketing campaigns the ROI was 5 €. In 27% of campaigns it was as high as 10 €.

Average ROI of trnd campaigns **3.93 €.**

(Source of ROI: ESCP Europe and trnd research: Marketing Mix Modeling for eight product lines and 11 trnd campaigns, 2012.)

4

Gain customers

10,212 new customers for Zalando's e-commerce platform after just one trnd campaign.

(Source: trnd campaign, campaign runtime September - October 2015, Italy.)

5

Become market leader

The chocolate brand 'The Change Chocolate' became market leader of the Fairtrade segment.

(Source: trnd campaign, campaign runtime June - July 2012, Germany.)

6

Generate real-life insights

consumers helped Kühne develop better products in a trnd co-creation campaign.

(Source: trnd campaign, campaign runtime August - September 2012, Germany.)

7

Drive footfall to stores

32,541 more customers visited Tchibo stores thanks to consumer activation by trnd.

+6% more sales for Tchibo

(Source: trnd campaign, campaign runtime April - July 2012, Hungary.)

8

Increase sales

Brillante risotto increased its sales by **28%** after just one trnd campaign.

28% sales uplift for Brillante

(Source: IRI, test and control markets in 80 stores, Q2 of 2013, Spain.)

9

Use social CRM

+1 Mio. € total turnover for Gruner + Jahr in the first five months of using trndsphere™

Software-as-a-Service trndsphere™

(Source: overall turnover with trndsphere™, Gruner + Jahr, first five months.)

10

Boost sales

Thanks to a trnd campaign, visits to Yves Rocher stores increased by **13%** in just two months.

+19% sales uplift

(Source: trnd campaign, campaign runtime June - August 2013, Germany.)