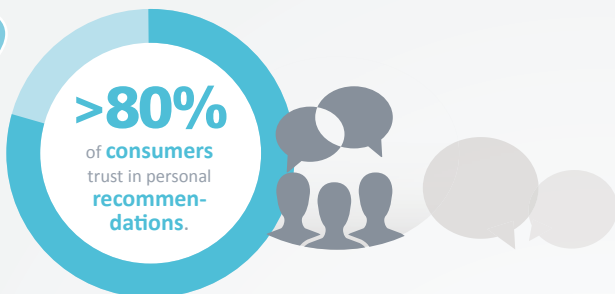


Collaborative Marketing

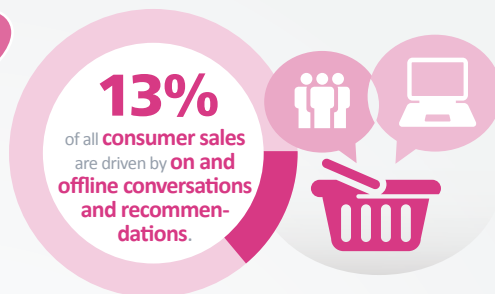
10 things you need to know

1



(Source: "Global Trust in Advertising and Brands", Nielsen, 2013)

2



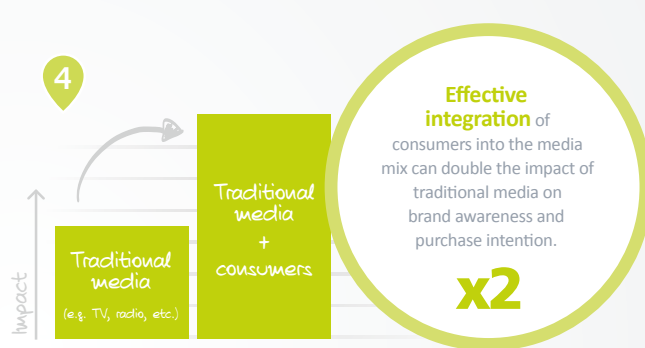
(Source: "Return on WOM Study", Analytic Partners, 2014)

3



(Source: "Brand Share Study", Edelman GmbH, 2014)

4



(Source: "trnd increases the effect of TV, print, online & social media", European University Viadrina, ifwom and trnd Research, 2012)

5



6



7



8



9



10



(Source: "The power of stars", BIG SOCIAL MEDIA GmbH in cooperation with Bosch und Siemens Hausgeräte GmbH (BSH) & HTW Aalen, 2014)