

Market leader in Fairtrade chocolate Thanks to consumer activation by trnd



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*Want to benefit
from this too?*



Market leader in Fairtrade chocolate

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trnd activates consumers

The Change Chocolate launched as a new player in the Fairtrade market in 2012. Not only is it a delicious Swiss chocolate, but it also serves a good cause. For every five bars of chocolate sold, the Plant-for-the-Planet Foundation pledge to plant a tree. trnd proudly supported the **launch of The Change Chocolate** in a Collaborative Marketing campaign.



Consumers become chocolate co-marketers

We identified a group of more than 50,000 consumers that perfectly fitted the target group and had the best word-of-mouth potential as brand advocates. We educated this team of consumers to become enthusiastic co-marketers for this particular chocolate, and equipped them with some tasty samples. Their mission: to introduce The Change Chocolate to friends and family and inform them about the good cause of the Plant-for-the-Planet organisation.



The result: instant market leader

During the campaign period (June/July 2012), the chocolate co-marketers generated more than 1 million conversations and huge trial of The Change Chocolate – simply via their recommendations to friends and family. In just a couple of weeks, The Change Chocolate became market leader in the Fairtrade chocolate industry in Germany. By the end of 2014, Plant-for-the-Planet had planted more than 1,000,000 trees thanks to the sales boosted by the trnd campaign.

Instant
market leader
by activating
the right
consumers!



“The numbers clearly prove the success of the product launch with the help of trnd. The market share in the first year, our 48% growth by 2013 and more than 1,000,000 trees planted speak for themselves.”

Frithjof Finkbeiner

CEO, Plant-for-the-Planet Foundation

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trnd is Europe's leading company for **Collaborative Marketing**. We enable brands and companies to activate the hidden powers of large consumer groups to be used profitably in marketing – be it to generate awareness for brands and products via **Word-of-Mouth** and **Online Buzz**, stimulate **User Generated Content** enriching your Content Marketing, or help develop new products through **Co-Creation**.

Founded in 2005, trnd was recently joined by shareholders Gruner + Jahr (Bertelsmann Group). trnd employs a team of more than 200, who up to date have managed over **800 Collaborative Marketing campaigns** in **19 European markets**: UK, Ireland, Germany, Austria, Switzerland, Spain, Portugal, France, Finland, Sweden, Belgium, Italy, Greece, Turkey, the Netherlands, Hungary, the Czech Republic, Poland and Slovakia.

Long-established trnd clients from a variety of sectors include: Procter & Gamble, Henkel, Nestlé, Philips, Samsung, SCA, L'Oréal, Beiersdorf and Unilever.

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Unleash the
hidden power of
your consumers!



Let us activate your consumers!

Give us a call or send an email. We'd love to show you how to collaborate, profitably, with your target audience.

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