

**10 x more
online buzz for
Hansgrohe**
Thanks
to consumer
activation
by trnd



trnd

*Wanna have
this too?*



10 x more online buzz for Hansgrohe

Thanks to consumer activation by trnd

trnd activates consumers

German bathroom specialist Hansgrohe, established in 1901, is known for its innovative and beautifully designed showers and taps, yet awareness of the Hansgrohe brand among consumers was low. To improve **brand awareness**, trnd implemented a Collaborative Marketing campaign, focusing on generating genuine experiences from real consumers, and encouraging them to share their thoughts and opinions on social media.



Hansgrohe co-marketers

We started with a group of 25,526 carefully selected consumers and educated them about the Hansgrohe product range and the **optimal shower experience** they deliver. The 500 participants with the best social media potential were then equipped with a Hansgrohe Raindance shower head, and the tools needed to become **Hansgrohe co-marketers**. Their task: to share their new shower experiences online via their social networks and blogs, and to provide Hansgrohe with authentic consumer insights from using the product in real life.



As a bonus, this campaign won a nice award!



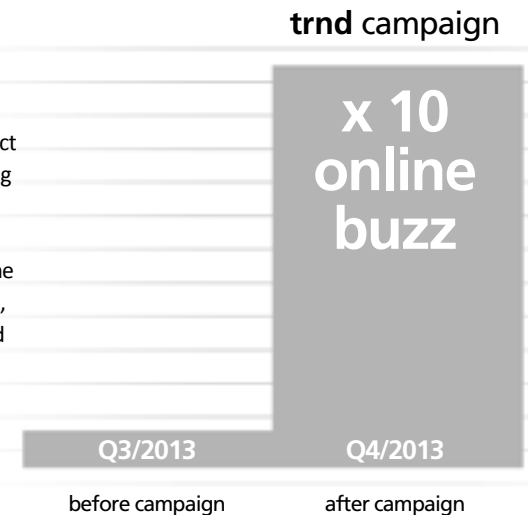
Deutscher Preis für
Onlinekommunikation 2014
GEWINNER

German Award for Online Communications 2014 (WINNER)

The result: 10 x more online buzz

The Hansgrohe co-marketers generated 825,589 real-life conversations and product recommendations about the brand among friends and family and published **9,648 posts on social media**. The social media measurement showed 10 times more online buzz for Hansgrohe after the campaign and, importantly, the sentiment of the published content was 100% positive!

Measurement by Social Media Monitoring Company Complexium, Nov 2013.



"It was really impressive to see the enthusiasm with which the participants got involved with the Raindance shower head and how much engagement and creativity they displayed when communicating with others about it. At the same time we learned a lot about the behaviour of the users as well as their expectations of a good shower head, something which our product developers really benefitted from. For this reason this type of direct dialogue with the users will determine our brand communication in the future."

Joachim Huber
Head of Brand Communication, Hansgrohe

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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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