

**32,541 more
customers
for Tchibo**

**Thanks
to consumer
activation
by trnd**



trnd

*Want to benefit
from this too?*



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trnd activates consumers

Tchibo wanted **more customers to visit their stores** (in this case in Budapest, Hungary) and to wow these customers by offering a new Tchibo experience every week. trnd helped Tchibo achieve these goals by activating the energy and passion of real consumers, and making them powerful operatives of the Tchibo marketing team.



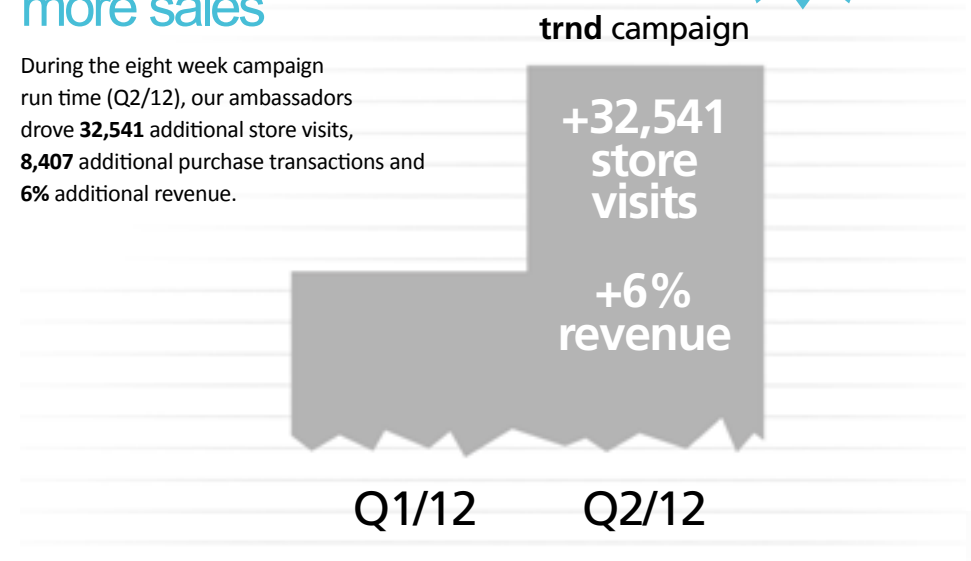
Tchibo Store Ambassadors

We identified a group of 1,500 consumers that perfectly fit the Tchibo target group and had the best word-of-mouth potential. We educated this consumer group to become **Tchibo Store Ambassadors** for their local store. Their mission: to promote Tchibo amongst friends and family and to bring along new visitors to the store.



The result: More store visits, more sales

During the eight week campaign run time (Q2/12), our ambassadors drove **32,541** additional store visits, **8,407** additional purchase transactions and **6%** additional revenue.



6% more sales by activating the right consumers.

The measurement represents only the campaign period and the figures do not include any longer term loyalty effects from returning consumers. Modelling based on Tchibo's store traffic information, and daily purchase/sales data. Model fit depends on the dependent variable between R2=86.3% and R2=92.0%.



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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 industrial 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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