

# 19% more sales for Yves Rocher Thanks to consumer activation by trnd



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Want to benefit from this too?



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## trnd activates consumers

Yves Rocher wanted to **increase awareness of their anti-aging line Elixir 7.9**, generate trial in the target group and increase footfall into the Yves Rocher stores in Munich, Hamburg and Cologne. trnd helped Yves Rocher achieve these goals by unlocking the power of real consumers and turning them into active participants in the campaign.



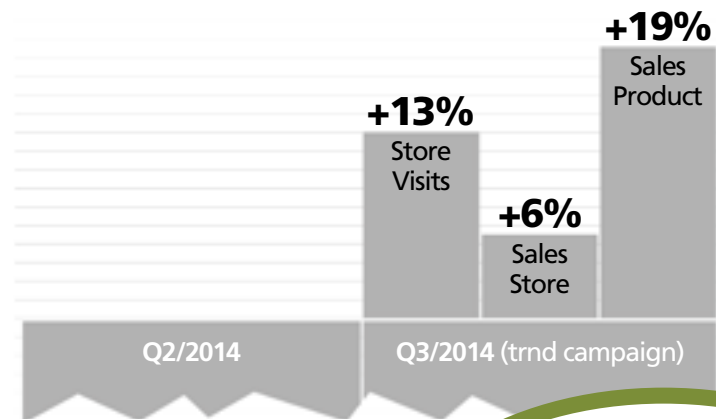
## Yves Rocher Store Ambassadors

We identified a group of 1,500 consumers that perfectly fit the Yves Rocher target group, and had the best word-of-mouth potential. We then educated them to become Yves Rocher Ambassadors. Their mission: to try out and promote the **new anti-aging line Elixir 7.9** with those around them and encourage friends and family to visit Yves Rocher stores.



## The result: More customers, more sales

The campaign (Q3/14) increased visits in the Yves Rocher stores by approximately 13%. These additional store visits led to a 6% sales uplift on store level and 19% on product level (Elixir 7.9 products).



The measurement represents only the campaign period and the figures do not include any longer term loyalty effects from returning consumers. Source: Europa-Universität Viadrina Frankfurt (Oder): Marketing Mix Impacts for Yves Rocher. 2014.

*"We are very satisfied with the impressive results. We now believe that WOM is a relevant tool that has its place in our cross-channel marketing mix. We therefore wish to continue spending budget on further implementation."*

**Marie-Bernadette Cals**  
Head of Brand Recruitment, Yves Rocher

**19% more sales**  
by activating the right consumers.

# trnd


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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