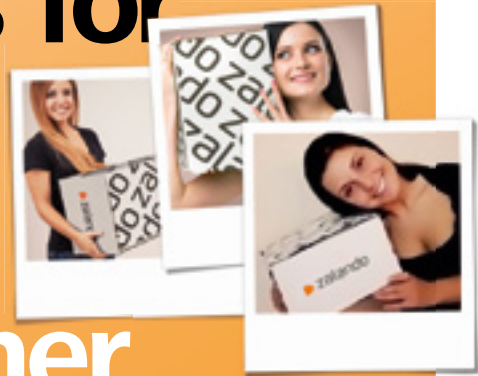


**10,212 new  
customers for  
Zalando**  
Thanks  
to consumer  
activation  
by trnd



**trnd**

*Wanna have  
this too?*



# 10,212 new customers for Zalando

Thanks to consumer activation by trnd

## trnd activates consumers

Multinational e-commerce company Zalando wanted to **promote** their online shop in Italy, **acquire** new customers and **find out** more about their consumers' online purchase behaviour. trnd helped Zalando achieve these objectives by activating the power of enthusiastic real consumers and enabling them to become co-marketers for the brand.



## Zalando co-marketers

trnd kicked off by sparking an online discussion with 50,000 consumers on the topic of online shopping and specifically, their thoughts on Zalando. 5,000 of the most engaged participants, who fitted the target group criteria and demonstrated the best word-of-mouth potential, were then invited and educated to become **co-marketers for Zalando**. They were equipped with exciting insider information about Zalando, as well as vouchers to pass on to friends and family to help them spread the word.

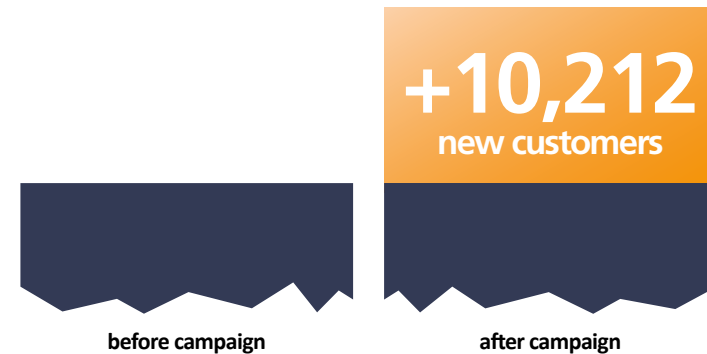


## The result: awareness, insights and new customers

As a result of the six week campaign, Zalando promoted their online shop to 50,000 consumers, acquired 10,212 new customers (who made a purchase) and gained valuable insights about their customers' online purchase behavior.



Number of customers



Six week campaign  
September-November  
2014

“Getting to know our customers and potential customers is our priority. Understanding the real needs of consumers allows us to constantly improve our services and offers – it is for this reason that we are particularly satisfied with the campaign developed by trnd, a successful collaboration that helped us in not only gaining insightful feedback, but also in reaching new customers through effective Word-of-Mouth.”

**Lucia Ciarambino**, Local Brand Manager, Zalando SE

# 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 sectors include: Procter & Gamble, Henkel, Nestlé, Philips, Samsung, SCA, L'Oréal, Beiersdorf and Unilever.

trnd Ltd. · Little London · 8 Mill Street · London SE1 2BA · Phone: +44 (0) 207 231 2064

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.

**+44 (0) 207 231 2064**  
**info@trnd.co.uk**  
**www.trnd.co.uk/company**