

Market leader in
the Fairtrade
industry.
Thanks to
consumer
activation
by trnd.



trnd

Want to benefit
from this too?



Market leader in the Fairtrade industry.

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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 being 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 Ambassadors.

We identified a group of more than 50,000 consumers that perfectly fit the target group and had the best word-of-mouth potential as brand ambassadors. We educated this team of consumers to become Chocolate Ambassadors 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 ambassadors generated more than 1 million conversations and huge trial of “The Change Chocolate” – simply via recommendations to friends and family. In just a couple of weeks, The Change Chocolate became market leader in the Fairtrade chocolate industry (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 won in the first year, a growth by 48% compared to 2013 and the more than 1,000,000 trees planted speak for themselves.”

Frithjof Finkbeiner

CEO Plant-for-the-Planet Foundation

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 – for example to generate awareness for brands and products (**Word-of-Mouth/ Online-Buzz**), to place content on the social web (**Content Marketing**), or to co-create new products right from the start (**Co-Creation**).

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



What consumer group can we activate for you?

Give us a call or send us an email, we'd love to show you, how to profitably engage your target groups:

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