

**32,541 more  
customers  
for Tchibo.**

**Thanks  
to consumer  
activation  
by trnd.**



**trnd**

*Want to benefit  
from this too?*



# 32,541 more customers for Tchibo.

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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 to achieve these goals by activating the power of ordinary consumers and making them active participants in the Tchibo marketing team.



## Tchibo Store Ambassadors.

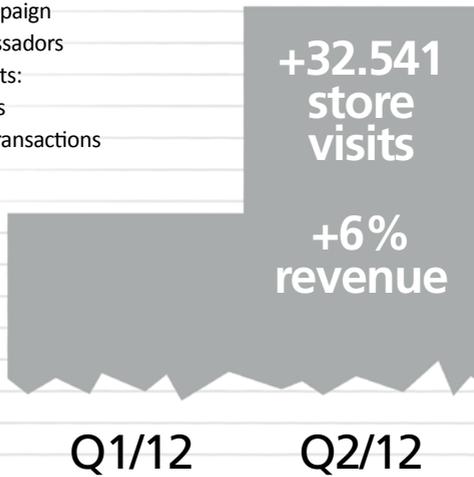
We identified a group of 1,500 consumers that perfectly fit the Tchibo target group and had the best word-of-mouth potential as brand ambassadors. We educated this consumer group to become **Tchibo Store Ambassadors** for their local store. The ambassadors mission: to promote their store amongst friends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

# The result: More store visits, more sales.

**6% more sales**  
by activating the  
right consumers.

During the two months campaign runtime (Q2/12), our ambassadors achieved the following results:  
**32,541** additional store visits  
**8,407** additional purchase transactions  
**6%** additional revenue

trnd campaign



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%.



# 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 **750 Collaborative Marketing campaigns in 16 European markets**: Germany, Austria, Switzerland, UK, Spain, Portugal, France, Belgium, Italy, Greece, Turkey, 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!



## 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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