

**19% more  
sales for Yves  
Rocher.**

**Thanks  
to consumer  
activation  
by trnd.**



**trnd**

*Want to benefit  
from this too?*



# 19% more sales for Yves Rocher.

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## trnd activates consumers.

Yves Rocher wanted to **increase awareness** for their **anti-aging line Elixir 7.9**, generate **trial** in the target group and increase **traffic** in the Yves Rocher stores in Munich, Hamburg and Cologne. trnd helped Yves Rocher to achieve these goals by activating the power of ordinary consumers and making these consumers active participants in the marketing.



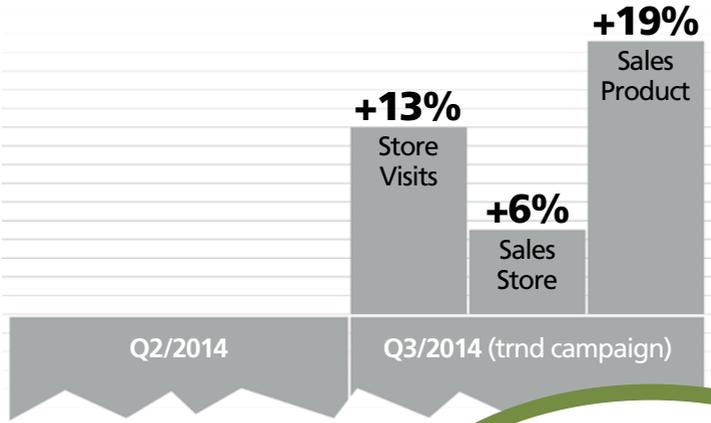
## Yves Rocher Store Ambassadors.

We identified a group of 1,500 consumers that perfectly fit the Yves Rocher target group and had the best word-of-mouth potential as brand ambassadors. Then we educated this consumer group to become Yves Rocher Ambassadors. Their mission: to try out and promote the new **anti-aging line Elixir 7.9** with friends and family and to visit Yves Rocher stores together with friends.

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

# 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

# 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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