

**10,212 new  
customers for  
Zalando.**

**Thanks  
to consumer  
activation  
by trnd.**



**trnd**

*Wanna have  
this too?*



# 10,212 new customers for Zalando.

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## trnd activates consumers.

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



## Zalando co-marketers.

We at trnd started off by involving more than 50,000 consumers in an online discussion, and listened to their opinions about Zalando and online shopping. We continued by educating the 5,000 consumers who most closely fit the target group and had the best Word-of-Mouth potential to become **Zalando co-marketers**. They were equipped with exciting insider information about Zalando's brand and products, as well as vouchers to pass on to friends and family to help them spread the word.

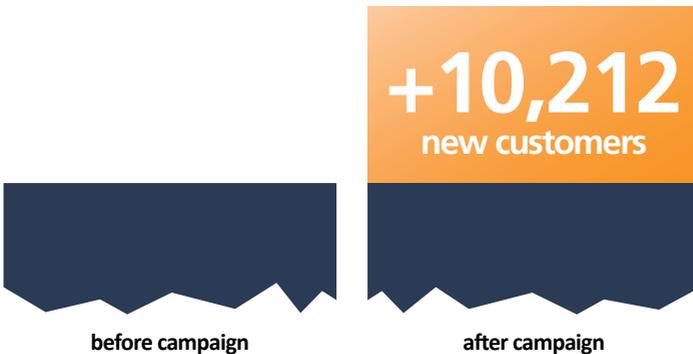


# The result: awareness, new customers and insights.

As a result of the six week campaign, Zalando promoted their online shop to 50,000 consumers, counted 10,212 new customers and gained valuable insights about their customers' online purchase behaviour.

10,212  
new customers  
by activating the  
right consumers.

Number of customers



Source: Zalando SE.  
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 - 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, the 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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