

PRESS RELEASE

15 years of BrandTrust Most successful year in the company's history

Nuremberg, June 2018: The past business year was the most successful yet in the 15-year history of BrandTrust. With its focused range of consulting services, the management consultancy BrandTrust was able to continuously expand its customer base in its core markets Germany, Austria, and Switzerland, and to triple its revenue over the past 10 years. The company confirms its claim of being the leading management consultancy for brand-centric corporate management in the German-speaking region.

The development of future-oriented brand strategies and their implementation with the goal of generating appreciation and added value remains at the core of the firm's consulting services. Modern and benefit-oriented services have been added.

Brand: Valuable anchor during the digital transformation

BrandTrust started addressing digitalization and the challenges it brings for clients very early. The firm's consultants and specially developed tools provide answers to the individual challenges digitalization poses for the various business sectors and companies. For instance, BrandTrust developed the leading system for brand-centric optimization of the customer journey (CX) and thereby invested in a startup that greatly simplifies and improves the processes of brand touchpoint management. (<http://www.brand-trust-tools.de>)

BrandTrust education: Imparting knowledge

The recommendation rate of 100 % for the brand seminars designed and implemented by BrandTrust speaks for itself. The intensive seminars covering several days are currently offered on the topics of brand strategy and brand touchpoint management. The program will be substantially extended into a comprehensive education program in which the unique experience and knowledge of BrandTrust will be shared using the latest teaching methods.

With nearly 50 employees at offices in Nuremberg, Ljubljana, Vienna, and Zurich, BrandTrust signs more than 60 new clients each year. Over 1,500 brand strategy projects have been implemented to date. The list of clients includes anything from proud mid-sized family businesses to DAX, ATX or SMX-listed companies.

BrandTrust founder Klaus-Dieter Koch thanks his partners Jürgen Gietl and Achim Feige, as well as the entire team, for their exceptional contributions to client satisfaction and the continuous growth of the company.

About BrandTrust

BrandTrust is the leading management consultancy for effective brands in the German-speaking region. In 11 competence centers, our teams of consultants support market-leading clients with the development and implementation of regional and global brand strategies with the goal of systematically and sustainably increasing the profitability and growth of their brands. Many clients are Fortune 500, DAX 30, M-DAX, ATX, and SMI companies in Germany, Austria, Switzerland, and Northern Italy. BrandTrust is active worldwide and, in addition to its headquarters in Nuremberg and Vienna, has offices in Zurich and Ljubljana.

www.brand-trust.de

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