



The Chemical Company

BASF SE, 67056 Ludwigshafen, Deutschland

Brand Trust GmbH  
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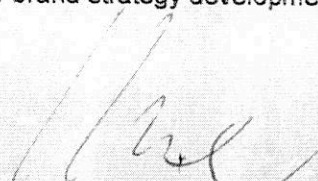
### Letter of recommendation

Together with BASF Corporate Brand Management, Brand Trust has developed the BASF Verbund Brand Architecture System that has been implemented across all divisions in the BASF Group. To support the implementation in the agricultural solutions division of BASF, Brand Trust was selected as the partner of choice in 2009. Since then the Brand Trust consultants are trusted partners in spreading and applying the BASF brand management standards across our organization.

Brand Trust was heavily used for brand management coaching, training development and delivery as well as for individual brand strategy developments. Thanks to the consultants' expertise, flexibility, high level of engagement and cooperative attitude, we could already celebrate some successes together:

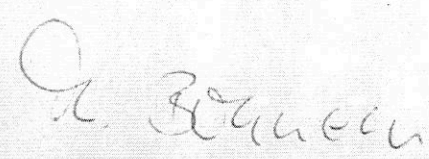
- Approved brand portfolio strategy for the agricultural solutions division at BASF
- Professionally trained colleagues that can run brand strategy development projects on their own
- Increased understanding and support for brand management among management and workforce

The cooperation has been very fruitful and trustful at all times. The excellent support provided by Brand Trust was a key component in making this project successful. We can clearly recommend Brand Trust for brand strategy development projects.



**Jürgen von der Heyde**

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