

PRESS RELEASE

brand eins and Statista find best consultants: BrandTrust is among the top 5 corporate consultancies in the category Brand, Marketing & Pricing

Nuremberg/Hamburg, May 2017: In the ranking of Germany's best consulting firms conducted by brand eins and Statista, the management consultancy BrandTrust scored top marks with its client recommendation rates. The consultancy for brand-centric corporate management placed among the top 5 in the nationwide assessment in the category "Brand, Marketing & Pricing". BrandTrust is the only brand strategy specialist to make it into the top 5.

The brand eins ranking is based not on revenue or number of employees, but on criteria that are truly relevant for corporations when they select a consultancy: They are qualitative evaluations of other consultancies and assessments by clients.

"Disruption, saturated markets, dwindling margins, digitalization: Our clients face a broad range of challenges. We are thrilled about the above average customer reviews and see them as confirmation of the effectiveness of our brand-centric approach to strategy consulting," says BrandTrust founder Klaus-Dieter Koch.

About BrandTrust

BrandTrust is the leading management consultancy for effective brands in the German-speaking Region. In 11 Industry Competence Centers, the teams of consultants advise market-leading clients on the development and implementation of regional and global brand strategies aimed to systematically and sustainably increase the profitability and growth of their brands. Many of our clients are Fortune 500, DAX 30, M-DAX, ATX und SMI companies in Germany, Austria, Switzerland, and Northern Italy. BrandTrust is active across the globe and, in addition to its main locations in Nuremberg and Vienna, operates offices in Zurich and Ljubljana.

<http://www.brand-trust.de>

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