

Stockholm den 14. januar 2009

Buzzador skaber verdens største Word of Mouth netværk

Buzzador, som gik ind på det danske marked for cirka et år siden, danner nu verdens største Word of Mouth netværk sammen med det amerikanske BzzAgent og det tyske TRND.

Der har længe eksisteret internationale netværk inden for de traditionelle medier, og nu kommer der så også et inden for Word of Mouth marketing. Det nye netværk betyder, at vi hos Buzzador nu kan hjælpe vores danske kunder med kampagner uden for Norden. Derudover tilfører vi også vores mediekanal yderligere kompetence fra USA, hvor Word of Mouth marketing har eksisteret betydeligt længere end i Norden.

"Vi ser konjunktur- og strukturproblemer i mediebranchen lige nu, og jeg er overbevist om, at Word of Mouth marketing, der er en af de hurtigst voksende mediekkanaler i verden, vil markere sig væsentligt på markedet de kommende år", siger Pär Thunström, VD og grundlægger af Buzzador, og fortsætter *"I 2008 tredoblede vi vores omsætning, og ser vi på den efterspørgsel, vi allerede har for i år, så bliver 2009 også et godt år".*

Det nye netværk har erfaring fra over 800 Word of Mouth kampagner inden for forskellige brancher. Sammenlagt tæller netværket 750 000 medlemmer, hvilket betyder, at det er muligt at nå ud til 9 millioner mennesker i 10 lande i Europa og USA. Netværket skal blandt andet skabe "best practise" inden for Word of Mouth, udvikle undersøgelsesmetoder og arbejde for en veludviklet brancheetik.

"At vi nu skal samarbejde med BzzAgent og Dave Balter, som er manden, der har skabt hele branchen, er helt fantastisk. For vores kunder betyder det et større produktudbud i fremtiden", afslutter Pär Thunström.

"Word of Mouth er blevet verdensomspændende. I dag er det tydeligt, at alle mennesker, uanset deres baggrund, kan lide at tale med andre om de produkter, som påvirker deres liv", siger Dave Balter, BzzAgents VD og grundlægger.

Buzzador arbejder blandt andet med: Unilever, Nestlé, Kraft, Coca-Cola, Mars, Ford, CitiBank, If, Lantmännen, McNeil, Leaf, Henkel, SC Johnson og Stabburet.

Læs også den internationale pressemeddelelse, som er vedhæftet.

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FOR IMMEDIATE RELEASE

**Buzzador, BzzAgent and TRND Forge Advertising's First
International Word-of-Mouth Alliance**

Combined Networks Span Ten Countries

(Stockholm, Sweden / Boston, MA, USA / Munich, Germany) January 13, 2009 – International word-of-mouth (WOM) media networks Buzzador AB, BzzAgent Inc. and TRND AG today announced an industry-first alliance that promises to deliver cross-continental and cross-cultural WOM services to global brands. Together, the three-company network consists of 750,000 volunteers, with an immediate reach upwards of nine million consumers. No WOM organization can impact as many consumers in as many countries as this group.

The ten-country alliance was formed in direct response to heightened interest in multi-national WOM campaigns from global brands. Buzzador operates in its home nation of Sweden, as well as in Finland, Norway and Denmark. US-based BzzAgent also covers Canada and the UK. TRND is headquartered in Germany, and its consumer network extends to Austria and Switzerland. A sign of the increasing use of WOM as a viable medium – as well as the emergence of consumer-friendly ethical standards – the organizations already share upwards of 20 brand clients, including Philips and Unilever.

"Word of mouth has gone global," said BzzAgent Founder and CEO Dave Balter. "In this day and age, it's clear that virtually all people, regardless of their culture or origin, enjoy talking to others about the products that touch their lives. Marketers have recognized that speaking the language of consumers is paramount to success. Product, it turns out, is the universal language."

Martin Oetting, a partner at Munich-based TRND, added, "In nearly 800 campaigns, our companies have developed approaches that are tailored to our national markets. Yet, we share a common methodology that makes collaboration surprisingly simple. As we've discovered, the right way of getting in touch with consumers is as universal as global word of mouth itself."

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In order to provide clients with a seamless multinational WOM experience, the partners will share best practices, adhere to a common ethical code, agree on universal metrics, and standardize pricing. At launch, each company will service its domestic client directly; however, as the alliance matures, the vision is to operate as a single cohesive unit for global campaigns. The companies are currently discussing the potential for integrated international campaigns with select clients.

Buzzador Founder and CEO Pär Thunström summarized the news by saying, "This is a big step not only for us but also for the industry, which is now prepared to meet the growing demand from brands looking to execute global word-of-mouth campaigns. The structural change from traditional media to new media is a stronger force than the recession, and it makes this sector one of the fastest growing media channels in the world."

About Buzzador

Buzzador is Europe's largest Word of Mouth people platform network with 150.000 volunteer members. Buzzador was founded in 2005 and are present in all Nordic countries. Buzzador has carried out over 200 campaigns and created over 15 million brand communications. The Buzzador system can handle all type of WoM campaign from purely e-distributed to chilled and frozen campaigns. Read more about Buzzador at www.buzzador.com.

About BzzAgent

BzzAgent is a word-of-mouth media network powered by a half-million people. We pair consumers with products and supply digital tools that make widespread opinion-sharing easy, regardless of the medium. This unique combination of people and platform accelerates measurable word of mouth and fosters sustained advocacy. BzzAgent participants have spread honest word of mouth to more than 110 million friends and family members. For more information on the company visit www.bzzagent.com.

About TRND AG

trnd, "the real network dialogue", is the word-of-mouth marketing pioneer in German-speaking Europe. By combining scientific insight, various web 2.0 instruments and our fast-growing community of 90.000 members on our trndsphere platform, we provide a standardised and measurable system for stimulating evangelism and advocacy for brands. This allows us to offer major brands a turnkey solution for integrating word-of-mouth marketing into their media mix. To find out more about trnd, visit www.trnd.ag (in German).

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