

# Press Release

## Amazon is the strongest retail brand in the German mail-order business

**BBDO Consulting presents a study on the brand strength in the German mail-order business / Internet dealer Amazon leads the ranking / Second and third ranked are Tchibo and Quelle**

**Düsseldorf, October 7<sup>th</sup> 2008** – Amazon, Tchibo and Quelle are the strongest retail brands in the German mail-order business. In the ranking of the 15 biggest mail-order businesses, carried out by top management consultancy firm BBDO Consulting, the internet dealer Amazon reaching a brand strength value of 8.07 (on a scale from 0 to 10) ranks distinctly before the retail and consumer goods company Tchibo (brand strength: 7.45) and the full range mail-order company Quelle (brand strength 7.34). Moreover, under the top 5, there are two mail-order businesses with a clear product range orientation, the book seller Weltbild (rank 4; brand strength 7.00) as well as the electronics retailer Conrad (rank 5; brand strength 6.89).

The ranking is based on the latest study “Retail Brands im deutschen Versandhandel – Markenstärke und Markenimages 2008“ (Retail brands in the German mail-order business – brand strength and brand images 2008) which outlines the quality of branding in the German mail-order trade. The data of the study were collected in September 2008 by questioning more than 600 mail-order business-affined persons.

By publishing this ranking, the BBDO Consulting brand experts present an analysis of the retail brand strength in the German mail-order business. The study is distinctly beyond the common scope of individual brand-relevant aspects such as customer satisfaction, communication, price or product range. In a proved multistage model, the brand strength is measured from the customer's point of view. The strength of a brand results from the two components that are brand presence and brand benefit. The brand presence consists of brand awareness and brand clarity in the consumers' minds. The brand benefit, however, is based on emotional and functional components. So, the calculation of the brand benefit considers both the brand likeability and the confidence attributed to the enterprise as well as the dealer's uniqueness and his focussing on the customers' needs and wishes.

### Top 15 Retail Brands in the German mail-order business: Ranking of brand strength

Rank	Brand	Brand strength (scale 0 - 10)
1	Amazon	8.07
2	Tchibo	7.45
3	Quelle	7.34
4	Weltbild	7.00
5	Conrad	6.89
6	Otto	6.86
7	Bon Prix	6.76
8	Neckermann	6.72
9	Bauer	5.73
10	Heine	5.49
11	Schwab	5.49
12	Bader	5.22
13	Klingel	5.14
14	Wenz	4.58
15	Witt Weiden	4.50

#### Survey method

Within the framework of the study, the brand strength of the 15 biggest German mail-order dealers in the business-to-consumer (B2C) segment was established. The brand strength ranking was carried out in an online questioning of more than 600 relevant persons (mail-order buyers, older than 18 years, federal territory). The contents of the questioning focused on the indicators such as brand strength (among other things brand awareness, clearness, need orientation, sympathy, confidence, uniqueness) and on image statement batteries (among other things for product range, price, customers service, catalogue / home-page). The assessment was carried out between September 15<sup>th</sup> to 19<sup>th</sup> 2008.

#### BBDO Consulting

BBDO Consulting is the top international management consultancy for market-oriented business management. Together with its clients, BBDO Consulting develops and implements strategies for market adaptation and translates them into tangible, behaviour-influencing principles and systems. International blue chip clients and market leaders have trusted its unparalleled expertise in the areas of strategic brand and customer management since the company's inception in 2000. BBDO Consulting builds upon the comprehensive know-how of its staff from both consultancy and industry. Excellent knowledge of local markets

combined with a global outlook contributes to their success in offices in Düsseldorf, Johannesburg, Madrid, Moscow, Munich, Shanghai, Tel Aviv and Zurich. BBDO Consulting is part of BBDO Worldwide, one of the leading international agency networks with over 290 offices in 77 countries.

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