CLEARSTORY.|
INTERNATIONAL

Berlin Brands Group

Coverage Report

Overview

The campaign focus was centred on building credibility and awareness for the Berlin Brands Group, as well as market education. These would come together to develop a reputation as an alternative to traditional BBG's methodologies. ClearStory's KPI was to secure a minimum of 2 pieces of coverage per month.

Media outreach began in April of 2021 with a focus on BBG's target territories. These included the UK and Ireland, each of which was targeted strategically at various points during the campaign.

The campaign involved a series of pitches whose objective was to position Berlin Brands Group as a leader in the e-commerce market and an architect for acquisition and global internal supply chain management.

This was achieved by targeting a range of sectors including e-commerce, supply chain management, business, trade outlets, as well as entrepreneur publications. Since the beginning of the year, a total of 28 pieces of coverage, as seen in the coverage book, have been published. One further piece of coverage is pending, as detailed below. As of Sept 30, 2021, the coverage total sat at 28 live pieces and one pending piece of coverage, comfortably exceeding the agreed KPI of 2 pieces per month. While the Berlin Brands Group campaign is currently on pause, ClearStory will manage the pending pieces along with any inbound queries or further interests that appear.

Campaign Approach

Throughout the campaign, we distributed regular pitches for interviews, email Q&As, and op-eds, as well as a press release announcing Berlin Brand Group's funding announcement of 700million euros. These were issued to a wide range of outlets. In the UK and Ireland, we pitched to supply chain, business, e-commerce, technology, startups, and entrepreneur outlets.

Coverage overview

In summary, we have secured:

1. pieces of coverage (28 published/1 pending)
   a. Total online readership: 460 million
   b. Domain Authority: 76 (average)

2. Average tiering: 3

Pending pieces: Interview with tech.EU to be rescheduled and conducted in early 2022

Messaging and Sentiment Analysis

Berlin Brands Group's key messages were integrated across all coverage, contributing to the creation of highly positive sentiment for the company and its capabilities.

The opportunities secured across top-tier outlets and trades such as Techradar, Business Matters and Business Leader have boosted BBGs profile and bolstered the company's reputation as an industry leader.

Summary

In summary, 28 pieces of coverage have been secured, exceeding our monthly KPI. The campaign is currently on pause. We will continue to pursue the pending opportunities and send across those links as we have them, and manage any inbound queries as planned.

Coverage Links

1	https://www.newstalk.com/podcasts/taking-stock/berlin-brands-group-future-trends-in-the-e-commerce-sector	NewsTalk
2	https://onlineworldnews.com/berlin-brands-group-raises-700-million-usd-led-by-bain-capital-at-unicorn-valuation/	Online World News
3	https://www.businessleader.co.uk/berlin-brands-group-bbg-secures-507m-in-additional-equity-and-debt-financing/	Business Leader
4	https://uk.news.yahoo.com/uk-ecommerce-companies-swoop-on-amazon-marketplace-brands-230101406.html	Yahoo! News
5	https://uk.finance.yahoo.com/news/uk-ecommerce-companies-swoop-on-amazon-marketplace-brands-230101406.html	Yahoo! Finance
6	https://www.ft.com/content/ce4bae3b-4ec2-4590-af7d-dbdccafda545	Financial Times

7	https://www.ft.com/content/a580a5a0-8f0a-484d-abfc-25c52e87a003	Financial Times
8	https://www.unquote.com/dach/official-record/3024887/ardian-exits-berlin-brands-stake-to-bain	Unquote
9	https://www.altassets.net/private-equity-news/by-news-type/deal-news/europe-gets-a-new-unicorn-as-bain-capital-buys-ardians-stake-in-berlin-brands-group.html	Alt Assets
10	https://sifted.eu/articles/amazon-aggregators-fundraise/	Sifted.eu
11	https://uk.style.yahoo.com/berlin-brands-group-now-valued-174147483.html	Yahoo! Life
12	https://uk.news.yahoo.com/berlin-brands-group-now-valued-174147483.html	Yahoo! News
13	https://uk.finance.yahoo.com/news/berlin-brands-group-now-valued-174147483.html	Yahoo! Finance
14	https://www.dailymail.co.uk/wires/reuters/article-9947455/Berlin-Brands-Group-raises-700-mln-Bain-takes-stake.html	Daily Mail
15	https://uk.style.yahoo.com/uk-based-heroes-raises-200m-184342329.html	Yahoo! Life
16	https://www.techradar.com/news/how-smaller-online-businesses-can-amplify-themselves-in-a-vast-global-marketplace	Tech Radar
17	https://www.techradar.com/in/news/how-smaller-online-businesses-can-amplify-themselves-in-a-vast-global-marketplace	Tech Radar India
18	https://firstinvestorsusa.com/2021/07/09/1000-uk-firms-receive-sales-of-1m-through-amazon/	First Investors USA

19	https://uk.finance.yahoo.com/news/chinese-sellers-amazon-hot-demand-074950868.html	Yahoo! Finance
20	https://www.silicon.co.uk/press-release/berlin-brands-group-relies-on-cognigy-smart-bots-for-34-global-e-commerce-brands	Silicon
21	https://www.exchangewire.com/blog/2021/05/10/gray-television-buy-17-meredith-tv-stations-bbg-set-out-to-bring-us-brands-to-europe/	Exchange Wire
22	https://uk.style.yahoo.com/berlins-razor-group-raises-400m-113932501.html	Yahoo! Life
23	https://uk.news.yahoo.com/berlins-razor-group-raises-400m-113932501.html	Yahoo! News
24	https://uk.finance.yahoo.com/news/berlins-razor-group-raises-400m-113932501.html	Yahoo! Finance
25	https://www.uktech.news/news/berlin-brands-group-grabs-174m-to-acquire-online-retail-brands-in-us-europe-eyes-uk-expansion-20210413	UK Tech News
26	https://fintechzoom.com/fintech_news_amzn-stock/amzn-stock-amazon-com-berlin-brands-group-raises-240-mln-in-debt-for-e-commerce-deals/	FinTech Zoom
27	https://www.dailymail.co.uk/wires/reuters/article-9464999/Berlin-Brands-Group-raises-240-mln-debt-e-commerce-deals.html	Daily Mail
28	https://bmmagazine.co.uk/news/1000-uk-firms-receive-sales-of-1m-through-amazon/	Business Matters