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Berlin, April 30th, 2021

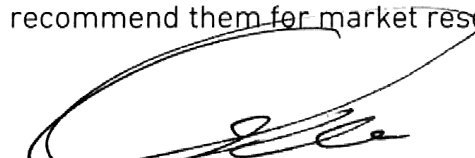
Letter of reference for a Digital Brand Equity Study

This is to certify that SILREAL GmbH and the team around Mr. Liu have conducted a Digital Brand Equity Study for a globally leading hearing aid manufacturer on the Chinese Headphone market, requested by TLGG Consulting GmbH (part of the TLGG Group).

TLGG Consulting is a strategy consultancy for the digital age, with a growing team of over 50 digital experts - emerged from the digital agency Torben, Lucie und die gelbe Gefahr. As a "startup for hire", TLGG Consulting accompanies organizations and companies through change. TLGG Consulting translates technological challenges into structures and new dynamics into concrete business models.

On behalf of a globally leading hearing aid manufacturer the objective of the Digital Brand Equity Study was to assess the benchmark brand perception and reputation with key competitors based on customer surveys and social listening. The second dimension of the analysis was to collect benchmark data regarding the brand performance in terms of online marketing, search engine optimization and campaign performance such as paid media or online marketplaces. Evaluating customer feedback on customer services and product experience as well as the execution of competitor interviews finally helped to better understand how the brand in the benchmarking context is perceived.

On behalf of TLGG, we would like to thank SILREAL GmbH for conducting the study and recommend them for market research and data analysis projects in the Chinese market.



Christoph Kayser
Business Unit Lead, TLGG Consulting

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