

No. 9
Munich, 27. November 2013
Press Release

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ISPO AWARD

ISPO Selects the Most Creative Communication Measures

- Mobilizing the 12th Man is the best creative project
- 9 categories, 6 GOLD WINNERS, 20 WINNERS
- ISPO AWARD Communication at ISPO MUNICH 2014

The ISPO AWARD Communication is also naming the most creative communication measures in the sports industry in 2014. The independent, international jury of experts selected the app "Mobilizing the 12th Man" from the Memac Ogilvy Label as the best project. More than 93,100 virtual fans rooted for their teams and consequently got a soccer stadium rocking, in which fans were not allowed. This app demonstrates how real and emotional virtual can be. All prizewinners will be presented at various events within the context of ISPO MUNICH 2014.

Rousing communications means in sports determine the market and give character to brands. ISPO shows what effective marketing and perfectly implemented projects of the sports industry look like with the selection of the ISPO AWARD Communication prizewinners. The jury considered submissions from nine categories for 2014: Multichannel, Website, Event, Film, TV Commercial, Photo, Mobile App, Ad and Social Awareness. In addition, it honored the most creative submission overall with the ISPO AWARD COMMUNICATION OF THE YEAR. The best projects from six categories were presented with the title ISPO AWARD GOLD WINNER, and additional exciting works were named ISPO AWARD WINNERS.

Overview of ISPO AWARD COMMUNICATION OF THE YEAR and ISPO AWARD GOLD WINNER

COMMUNICATION OF THE YEAR:

Memac Ogilvy Label for C.S Hammam-Lif with Mobilizing the 12th Man

The government prohibited fans from attending games of the Tunisian pro league for safety reasons. To create a great atmosphere in the soccer stadium during an important game of the team C.S Hammam-Lif, fans could cheer for their team in different ways live on television via the app. These were transmitted via 40 loudspeakers into the stadium. Thanks to advertising in advance, 93,100 participating fans could be mobilized for the app, who helped prevent their team from being regulated to a lower league with their support. A total of 1.2 million people watched the game.

GOLD WINNER in the Multichannel Category:

ORTOVOX Sportartikel GmbH with Safety Academy LAB

The core of the safety campaign by ORTOVOX is an interactive start page with emotionally designed video tutorials as well as several avalanche safety tools, which provide important information about safety in the mountains. The campaign includes print ads, video ads, conventional banners, newsletters and a Facebook contest. The contextual and technical implementation of ORTOVOX campaign aims to contribute to reducing the number of avalanche accidents.

GOLD Winner in the Event Category:

R/GA London for NIKE with NIKE+ FuelFest

NIKE initiated the NIKE+ FUELFEST for the Olympic Games in London, which illustrated the function and effect of NIKE Fuel, the universal unit of measurement for active athletes. The concept also includes the NIKE FuelBand, a device that measures daily sports activities, converts them into the Fuel unit of measurement and then communicates it online. RG/A London organized the FuelFest in London's Battersea Power Station, to which 4,000 participants came, in collaboration with Nike.

GOLD WINNER in the Film Category:

Grain Media for Burn energy drink with Burn presents:

We Ride – The Story of Snowboarding

We Ride takes the audience on a journey through four decades and records the extremely rapid development of the snowboard industry. In addition to the influence of the music, fashion and technologies of the sport, the overall culture is dealt with.

The film tells the story in a fresh and innovative way and is not less dynamic than the sport itself. Interviews with a few of the greatest snowboard stars, previously unreleased shots and rare archive material make it a unique cultural experience.

GOLD WINNER in the AD Category:

**Sportsman's Delight GmbH for PYUA with PYUA – ECOrrrect Outerwear.
Minimize your ecological footprint.**

Thanks to the patented closed-loop recycling system, ECOrrrect Outerwear can be recycled completely and minimizes energy and CO² consumption as well as the ecological footprint. The campaign, which is designed for consumers conscious of the environment, distances itself from conventional advertising for winter sports products and underlines the strategy of ECOrrrect with the display of a jacket as part of a leaf. The claim and the display of the rotating jackets stand for the recycling of the products.

GOLD WINNER in the App Category:

Adidas with MICOACH MULTI-SPORT

The miCoach Multisport app, connected with miCoach SPEED_CELL and X_CELL, visualizes every minute of sports activity and analyzes performance. The app is available for iOS, Android and Windows and provides a complete exercise system, with which personal performance in various sports can be recorded and improved. The app supports the web platform mi-Coach.com, on which all data can be stored and compared.

GOLD WINNER in the Photo Category:

Ben Thouard with The Watershot

Photographer Ben Thouard waited a whole week for the perfect conditions for this water shot, an extraordinary fisheye shot of SUP athlete Sean Poynter during surfing a barrel off of Teahupoo on Tahiti. Thouard swam in three-meter high waves for hours to get the perspective, which Poynter shows during this difficult maneuver. The photographer used a Canon EOS 1DX with fisheye lens and Aquatech water casing as well as fins for this picture.

In addition, the ISPO AWARD WINNERS in Social Awareness and Website categories were named, but the jury did not award the title ISPO AWARD GOLD WINNER there.

Prizewinners at ISPO MUNICH 2014

Whoever wants to delve more intensively into the Communication area should visit the ISPO AWARD Communication talk at the ISPO Snow Ice & Rock Summit from noon to 1 p.m. on 27 January and presented by Marmot in Hall A6. Jury member Curt Simon Harlinghausen (international social media expert) and Sascha Liebhardt (Dean, European University Munich) describe how successful marketing and communication should look for sports using the examples of the prizewinners.

The ISPO AWARD exhibition combines award-winning product novelties, creative work and progressive marketing concepts from the area of sports at booth 309 in Hall A2. The winners will be honored at the ISPO Snow Ice & Rock Summit presented by Marmot within the context of the ISPO AWARD ceremony in Hall A6 at 4 p.m. on 27 January 2014.

You can obtain additional information at <http://www.ispo.com> and <http://community.ispo.com>

as well as on Facebook:

<https://www.facebook.com/ispoaward>

<https://www.facebook.com/ispo.brandnew.awards> and

<https://www.facebook.com/ispo>

Messe München International

Messe München International is one of the world's leading trade-fair organizations with approximately 40 trade fairs for investment goods, consumer goods and new technologies just in Munich alone. More than 30,000 exhibitors and approximately two million visitors take part annually in the events on the trade fair grounds, in ICM Internationales Congress Center München and in the MOC Veranstaltungszentrum München. The leading international trade fairs of Messe München International are FKM-certified (Society for Voluntary Control of Fair and Exhibition Statistics), i.e., exhibitor and visitor statistics as well as area statistics, are determined according to uniform standards and audited by an independent auditor.

In addition, Messe München International organizes trade fairs in Asia, Russia, the Middle East, South America and South Africa. With twelve subsidiaries in Europe and Asia as well as 60 foreign representatives covering more than 90 countries, Messe München International has a global network. It also takes a pioneering role as regards sustainability. It is the first trade fair facility worldwide, which has been distinguished with the certificate "Energy-Efficient Company" by the Technical Standards Board South (TÜV SÜD).

About ISPO

Messe München International provides events and year-round services for the global sports industry under the brand name ISPO. The goal is to create comprehensive added-value for customers in positioning themselves successfully on the market.

The services help support the customers in their developing their business as well as in enhancing their contacts and relations. These already include ISPO ACADEMY, ISPO COMMUNITY, ISPO AWARD, ISPO BRANDNEW, ISPO TEXTRENDS, ISPO CARD, ISPO JOBS and ISPO NEWS. As internationally successful sport business platforms and multi-segment trade fairs, ISPO MUNICH and ISPO BEIJING provide a comprehensive overview of their markets.