

Munich, November 20, 2014

Press Release

ISPO AWARD

ISPO Honors The Best Communication Projects

- 32 winners in 13 categories
- Film by The North Face & Camp4 Collective wins

Since 2013 ISPO has honored the best creative sports-related projects with the ISPO AWARD COMMUNICATION. Independent jurors selected a total of 32 winners, among them eight GOLD WINNERS and 23 WINNERS from 13 different categories. The video “El Sendero Luminoso” by The North Face & Camp4 Collective was chosen as the overall best project and received the title COMMUNICATION OF THE YEAR. Interested visitors will be able to learn more about the winners at ISPO MUNICH 2015.

The expansion of the ISPO AWARD by adding the COMMUNICATION area offers an international platform for all creatives in the sports business. Their work embodies the form, image and impact of the world of sports as presented to the public. In 2015, agencies, marketing departments, graphic designers, film makers and photographers entered projects they published in the past year in the award competition. The independent jury evaluated all entries and selected the best submissions in the categories Ad, Animation, Brand Video, Documentary, Event, Exhibit Display, Mobile App, Multichannel, Photo, Rebranding, Social Awareness, Social Media and Website. This is the third time ISPO offers a synopsis of the most innovative concepts and visionary brand representations.

Tobias Gröber, Executive Director Business Unit Consumer Goods Exhibitions at Messe München GmbH, portrays the ISPO AWARD COMMUNICATION as a special service: “ISPO is a lot more than just a showplace for products. This is where the creative spirits and concept developers behind the brands get together. The COMMUNICATION sector presents the latest and best projects and provides an exciting glimpse into the process of creating a brand presence.”

Corinna Feicht
Projekt-PR Referentin
Tel. +49 89 949-21477
corinna.feicht@
messe-muenchen.de



Messe München GmbH
Messegelände
81823 München
Deutschland
www.messe-muenchen.de



The winners will be represented in the ISPO AWARD exhibit at ISPO MUNICH 2015. In addition, the winners will be honored at the official award presentation on February 5 in hall A1.

ISPO AWARD COMMUNICATION OF THE YEAR

The North Face & Camp4 Collective, El Sendero Luminoso – The Shining Path

In 2014, Alex Honnold started one of his most ambitious solo free climbing projects and ascended the 760 meters of the El Sendero Luminoso (the Shining Path) in El Portrero Chico, Mexico, in a little more than three hours. The video of this amazing free climb captured by The North Face created an enormous buzz throughout the world of international digital media with more than 3 million views. It embodies the brand's key philosophy of inspiring people to enjoy the outdoors and challenge their personal limits.

GOLD WINNER, CATEGORY BRAND VIDEO

Audi, Race car on the road – Welcome back

Millions of people viewed Audi's commercial "Welcome Back". It was quite a challenge to welcome old friend and rival Porsche back to the world-renowned 24-hour endurance race at "Le Mans". Audi solved the challenge and turned the competitive situation into a theme in a very charming way. An Audi race car drives from Ingolstadt to Zuffenhausen and spins its tires in front of the Porsche headquarters, leaving behind the message "Welcome Back" in rubber on the asphalt.

GOLD WINNER, KATEGORIE DOCUMENTARY

Snow Sports – "Higher" feat. Jeremy Jones

"Higher", the last part of the trilogy about snowboarder Jeremy Jones, is an extraordinary film about his amazing actions sports performance. "Higher", the sequel to the two parts "Deeper" and "Further", documents how Jeremy challenges all limits and traverses backcountry that is generally only accessible on foot and with the help of pure willpower. "Higher" is an ingenious documentary on one of the biggest mountain sports legends of all time.



GOLD WINNER, CATEGORY EXHIBIT DISPLAY

First B, Interactive projection mapping

First Bs exhibit booth is small – yet has great impact. This new, modern and extraordinary concept draws attention. An app offers a symbiotic and holistic demonstration of the product, its characteristics and technology. The customer receives information in real time. This spectacular concept attracted hundreds of visitors at ISPO MUNICH 2014 to the jackets by the First B brand.

GOLD WINNER, CATEGORY MOBILE APP

Onefootball, Onefootball Brasil powered by Volkswagen

The Onefootball Brasil app was developed in cooperation with Volkswagen for the World Cup 2014. VW acted as a silent partner for the fans and offered access to premium content such as live commentary, statistics, polls and social media feeds with the free app. VW and its more than 70 subsidiaries benefitted from a tool that allowed them to share local campaigns via the most personal medium of our time. The goal was to increase the degree of brand recognition.

GOLD WINNER, KATEGORIE MULTICHANNEL

German Soccer Federation, Upgrading Amateur Football

The German Soccer Federation's multichannel campaign is geared to attract more attention to amateur soccer and emphasize the economic viability of this sport. The protagonists, amateur soccer players and volunteers, demonstrate a very authentic version of the game. They represent amateur soccer in a very genuine way and express their respect for the sport. The campaign used a combination of traditional and new media channels.

GOLD WINNER, CATEGORY PHOTO

Prosharp AB, Picture of the season

Retro meets new technology – for the last 30 years Prosharp has brought groundbreaking technologies to the market. This retro image was used to attract consumers' attention to the brand. In addition, the mentioned bits of company



history are geared to motivate consumers to ask questions about the next planned innovations.

GOLD WINNER, CATEGORY SOCIAL MEDIA

Tribesports, Sweat & Save

Amateur athletes brought Tribesports to life for amateur athletes. Today, the social group develops and produces a sportswear collection for the community. The campaign had a very personal character and asked members to integrate comprehensible challenges and individual pricing benefits into the purchasing experience. The result is a new dimension of community shopping experience incorporating the consumer even more profoundly into the brand development process.

GOLD WINNER, CATEGORY WEBSITE

Eurosport, Eurosport 25 Live – We Live For Live For You

Eurosport succeeded in transforming a simple idea into a successful, technical, and cost effective concept geared to gain more fans for the television station. Thanks to the technology used during large sports events fans were able to record their personal comments, thus expressing genuine emotion and fan affection. Recordings in 20 different languages were published on social media, and Eurosport experts selected and honored the top 10 comments. Fans were able to share what it means to experience Eurosport live, up close and personal.

More details on all winners are available at: <http://award.ispo.com/en/Winner-2015/Winner-2015.html>



Messe München International

Messe München International is one of the world's leading trade show companies. It manages around 40 trade shows for capital and consumer goods, and key high tech industries in Munich alone. Each year more than 30,000 exhibitors and around two million visitors take part in the events held at the Messe München exhibition center, the ICM – International Congress Center München, and in the MOC Veranstaltungszentrum München. The leading international trade shows by Messe München International are all independently audited.

In addition, Messe München International organizes trade shows in Asia, Russia, Turkey and South Africa. With nine affiliates abroad – in Europe, Asia and in Africa – and over 60 foreign representatives actively serving over 100 countries, Messe München International has a worldwide business network. The Group also takes a pioneering role in regards to sustainability: It is the first trade show company to be awarded energy-efficiency certification by the technical inspection authorities TÜV SÜD.

About ISPO

Under its ISPO brand Messe München International offers events and year-round services to the international sports business. The goal of the full-service provider is to offer its customers added value for successful positioning within the international competition. The provided services help customers increase their profitability as well as strengthen personal contacts and business relationships. The services currently include ISPO ACADEMY, ISPO AWARD, ISPO COMMUNITY, ISPO TEXTRENDS, ISPO BRANDNEW, ISPO CARD, ISPO JOBS and ISPO NEWS. As globally successful sports business platforms and multi-segment trade shows ISPO MUNICH, ISPO BEIJING and ISPO SHANGHAI offer a comprehensive overview of their respective markets.

