

Munich, December 15, 2015

Press Release

ISPO AWARD

ISPO Honors the Best Communication Campaigns

- Eight GOLD WINNERS Selected
- Announcement of COMMUNICATION OF THE YEAR on January 26, 2016

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Since 2013 ISPO has honored the sports industry's most creative marketing campaigns with the ISPO AWARD COMMUNICATION. For the 2016 edition ISPO searched the market and an independent jury selected eight GOLDWINNERS from all nominated projects. The overall best project was also selected. The winner of the COMMUNICATION OF THE YEAR will be announced at ISPO MUNICH during the Sports Communication Day on January 26, 2016 on the ISPO Academy Stage.

From breathtaking videos, emotional images, unconventional marketing campaigns to powerful online promotions, mobile apps and events - the ISPO AWARD COMMUNICATION puts the spotlight on the sports industry's creative, graphic and conceptual communication projects. They influence the appearance, image and impact of the world of sports on the public. For the 2016 edition of the award ISPO reviewed a multitude of communication campaigns and asked a jury of experts to evaluate projects created by a variety of agencies, marketing departments, filmmakers and photographers. The independent jury selected the best eight projects from the following categories: Content Marketing, Photo, Event, Film, Digital/Website, Commercial, Digital/App, Multi-Channel/Brand. The choice for best overall project is still pending: the winner of the title ISPO AWARD COMMUNICATION OF THE YEAR will be announced on January 26, 2016 during Sports Communication Day. Interested parties will have an opportunity to view all winners at the ISPO AWARD exhibit in hall B1 at ISPO MUNICH from January 24 to 27.

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GOLD WINNER, CATEGORY CONTENT MARKETING

DC – Pipe Dream

DC presents Robbie “Maddo” Maddison’s “Pipe Dream”, the moment when Maddo made history by riding the waves of Teahupoo and Papara in Tahiti on his Enduro. Pipe Dream logged over 40 million views within less than a month. Preparations took two years; the filming was done over a period of 17 days. Pipe Dream was also DC’s campaign to introduce the new Maddo signature shoe.

GOLD WINNER, CATEGORY PHOTO

Brian Caissie for Red Bull

Brian Caissie has known TJ Rogers for a very long time and has been by his side while he honed his skateboarding skills. He always searches for unusual perspectives and reflections. The image shows the Forum Building in Barcelona. Caissie took the shot at the moment when TJ pushed back to launch into a new trick. The image was created with a Nikon D3 with a 24-70 mm lens, 1/1000, F5.6, ISO 320.

GOLD WINNER, CATEGORY EVENT

Tough Mudder Ltd – Tough Mudder

This year Tough Mudder held more than 50 events, among them three in Germany. The largest was the Tough Mudder in Northern Germany with 11,800 participants and several thousand spectators. The event features a 16- to 18-kilometer long obstacle course with ice plunge, meter-high walls and a number of obstacles that can be overcome only with the help of others, thus engendering good teamwork.

GOLD WINNER, CATEGORY FILM

Moving Adventures Medien – Masters of Slack

Masters of Slack is the portrait of two athletes with utterly contrasting lifestyles, united in the understanding that those who stop will never find balance. The film lines up two protagonists, Jaan Roose and superstar Andy Lewis, who



could not be more dissimilar. In the meantime, Jaan Roose has even managed to outdo Andy Lewis, “the Godfather of Slacklining”, who used to dominate the competitive scene for many years.

GOLD WINNER, CATEGORY DIGITAL/ WEBSITE

MAMMUT – #Project360

Mountain sports specialist Mammut’s #Project360 provides a virtual and visual mountaineering experience. Users experience the mythical allure of famous peaks on screen, become part of the climbing team, virtually looking over the alpinists’ shoulders. The images were created with the help of a specially designed backpack with six cameras delivering a 360-degree coverage. Starting in early 2014 professional alpinists and Mammut staff have been carrying the camera backpack on their tours to more than 30 peaks all over the globe.

GOLD WINNER, CATEGORY COMMERCIAL

72andSunny for Samsung & World Surf League – We Are Greater Than I

This commercial emphasizes the power of “we”. It is an expression of every member of the surf community’s gratitude for what has allowed them to succeed in their sport – help and support, friendship and family, but also rivalry, hate, sexism or racism. To remain as authentic as possible and address the true scene, the film does not just concentrate on the strengths and skills of well-known surfers, but focuses in particular on their weaknesses and vulnerabilities.

GOLD WINNER, CATEGORY DIGITAL / MOBILE APP

Kolle Ebbe for Kingdom of Sports – Move To Unlock

Kingdom of Sports transforms the worst enemy of fitness – the smartphone – into an ally and turns a small movement into a big one. Every time the user unlocks his or her phone the “Move To Unlock” app turns it into a physical activity. The screen is unlocked only after a set of exercises is completed. The type of exercise depends on the time of day and can easily be integrated into one’s daily routine.



GOLD WINNER, CATEGORY MULTICHANNEL / BRAND

Venables Bell & Partners for Reebok – Be More Human

The goal of the Be More Human campaign is to establish Reebok as a leading fitness brand. The multi-channel campaign is based on the awareness that fitness customers challenge themselves to gain much more than just physical fitness results. Their goal is also getting to know their own bodies better, to ultimately attain a mental, emotional and social balance.

Details on all winners are available at: award.ispo.com

Messe München

Messe München is one of the world's leading trade-show companies. It organizes some 40 trade shows for capital and consumer goods and key high-tech industries in Munich alone. 14 of those events are number 1 in the world in their respective industries. Each year more than 30,000 exhibitors and some two million visitors take part in events held at the Messe München trade-fair center, the ICM – Internationales Congress Center München and the MOC Veranstaltungszentrum München. In addition, Messe München organizes trade shows in China, India, Turkey and South Africa. Messe München has a global business presence with affiliates in Europe, Asia and Africa and more than 60 foreign representatives serving more than 100 countries.

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.

