

INNOVATIONS- PREIS 2022

The Audience Award





VISIBILITY FOR YOUR BUSINESS

HELLO

BRAND AWARENESS

Get the desired attention for your innovation now and present your product to the target group.

The voting for the audience award takes place via the quiz function of our social media channels. The product video with the most votes wins the preliminary round.

VISITORS

Reach additional partners, customers and trade visitors via the EQUITANA LinkedIn channel.

CUSTOMER LIABILITY

Secure the favour of your followers with your products. Because fans become customers and customers become fans.



SPECIFIC TARGET GROUP

Use the opportunity to present your products to a target group with high purchasing power and a high level of commitment to equestrian sports.



THE VOTE

SOCIAL MEDIA

For each category, the nominees will be presented in the Instagram & Facebook Story (max.30 sec video).

The EQUITANA fans & followers will select their favourite via the quiz function.

The respective winners of their category will then compete against each other again - the winner of the Audience Award 2022 will be chosen.



VIDEO DATA

PUT YOURSELF AND YOUR PRODUCTS IN THE BEST POSSIBLE LIGHT

Length: max. 30 seconds (2 story sequences)
Dimensions: 9to16 - portrait format
Possible content: Show EQUITANA followers what makes your product unique

- ❖ Impressions of the product and the details (the product should be seen in its entirety at least once).
- ❖ Let the product speak for itself Show examples of use and the product in action
- ❖ Tell the story of the product - how did you come up with the idea, what were the challenges in the implementation, what brought about the decisive turn, what makes your product new and innovative, what improvement does it bring to everyday life in the stable?
- ❖ Involve your employees
- ❖ Give insights into the development and/or production process

Upload video via link:

<https://share.messe.at/filedrop/dominique.schroller@reedexpo.de>



VIDEO DATA

PUT YOURSELF AND YOUR PRODUCTS IN THE BEST POSSIBLE LIGHT

Length: max. 30 seconds (2 story sequences)

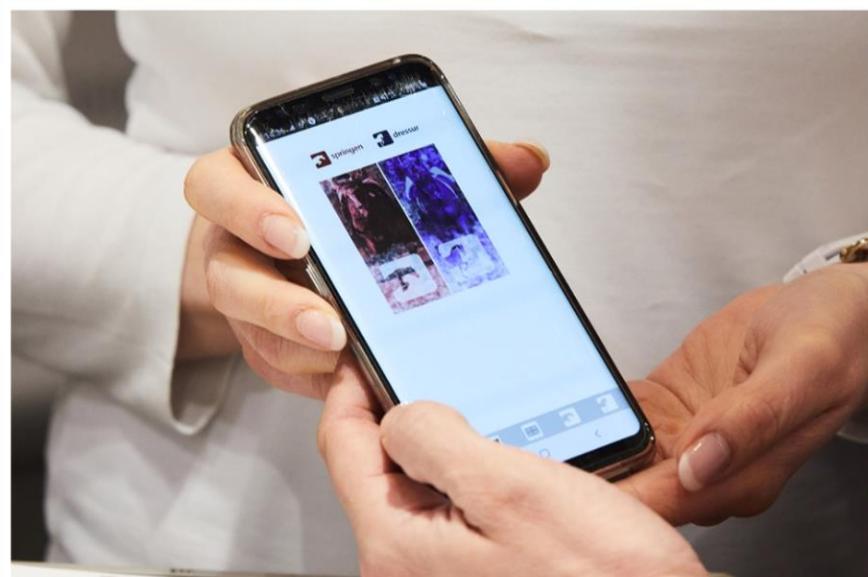
Dimensions: 9to16 - portrait format

Tips and tricks:

- ❖ Be creative - unusual ideas, unusual perspectives and camera angles stand out.
- ❖ Make the content of the video varied: wide shots, detail shots, short explanations, the product in use, product creation,... in alternation
- ❖ Choose appropriate, authentic and not too patterned clothing.
- ❖ Think about what you want to show and say beforehand, possibly create a rough shooting schedule
- ❖ Edit the video with the following apps (e.g. imovie, cutstory) conveniently on your mobile phone

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THE WAY TO SUCCESS

SOCIAL MEDIA ACCOMPANIMENT

If you have uploaded your product video for the audience award, you can support the voting on our social media channels

- ❖ Share the vote on your social media channels as well.
- ❖ Encourage your customers, followers and fans to vote for your product to influence the vote positively for you.
- ❖ Tag the EQUITANA channels to be reposted



CONTACT

We look forward to hearing from you!



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