The Aqipa Gear Guide #29 - November

2023-11-22 - Pressroom

We are ready for snow! | TheGearGuide #29
Three little birds, GoPro goes Lisboa and gear tests around the world.

The Gear Guide

MARKETING • SALES • DISTRIBUTION

Winter is just around the corner. We've made a **big acquisition**, are celebrating the **Chirps Game from Pure**, and you can even find us on the **streets of Lisboa** at the moment....and yes, we've also met many of you at some **cool trade shows** recently.

MASS FREE ACTION WITH

Gel Blaster



We are pleased to announce that Gel Blaster is now available for sale and promotion. Our team has already visited several trade fairs and events to present the products, for example the Elektro Fachhandelstage in Linz, the Expert Brand Day and some Euronics meetings.

Currently we are at the Preshow Novi in France and will present the products at the Paintball trade fair in Germany. We also have something big planned, there will be a road tour through more than 30 locations of our retail partners in Germany. More information will follow.

BUY IT AT OUR B2B ONLINESHOP



Whose bird song is it?

„Make Chirps not Tweets" – our partner brand Pure has launched a fun new game to celebrate the launch of the Woodland series (Woodland and Woodland Glow). Consumers can still enter until the 24th of November, for a chance to win a bird house or many cool prizes from Pure.

Want to test your knowledge of bird sounds? Then be sure to play the game.

CHECK THIS OUT TO PLAY

Black Friday is fast approaching and we already have an offer online for this special time of the year. With every purchase of the Pure Woodland, you will receive a free monocular from GoView on top.

What a great deal for your next outdoor adventure! Check it out before it is too late.

GO TO THE DEAL

WE ARE READY FOR WINTER

Snow Expo in Krakow



We took part in the Snow Expo, which took place from 11 to 12 November in the Tauron Arena in Krakow. There we showed visitors our GoPro and Milo products.

The fair was a great success, we had many sports enthusiasts at our stand and were able to show them a little more about these brands and how the products work.

WE WERE THERE

Intersport "Schneetage" at the Stubaier Glacier



We were out and about with our outdoor Brands Milo and GoView participating in one of Europe's biggest snow testing event with INTERSPORT Group on the glacier in Stubaier Gletscher.

It was a great event where we met a lot of action enthusiasts which tested the devices. Beside of the cold conditions, the test persons had a lot of fun and would definitely recommend using the tools during winter.

FEEDBACK FROM THE VISITORS

SPOT OF MARKETING

GoPro goes Lisboa



Whoever has ridden the tram in **#Lisboa** knows, that there are quite some steep climbs. Well, granted it is not quite the same as a roller-coaster - which is one of the campaign images for the **#OfficialCameraofFun** - but as close as we could get.

Together with our partners at FNAC Portugal, we are celebrating the new HERO12 Black from GoPro with a series of cool public transport placements.

For those that don't know all the features of the new Hero12 yet, check out this review video (in German) that can be provided with any retailer via our service partner Clipister.

GOOD NEWS FOR

GoPro Hero12



At times like this, it's always nice to end on a positive note. We have won the test for the best Action Cam at the CHIP TestCenter.

Be sure to check it out.

One of the most underestimated tactics in sales is to ask for a referral.
If you think the information could be valuable for people in your network, please click here to share.

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