Aqipa wins German Brand Award for COOT 2021

2022-06-14 - Pressroom

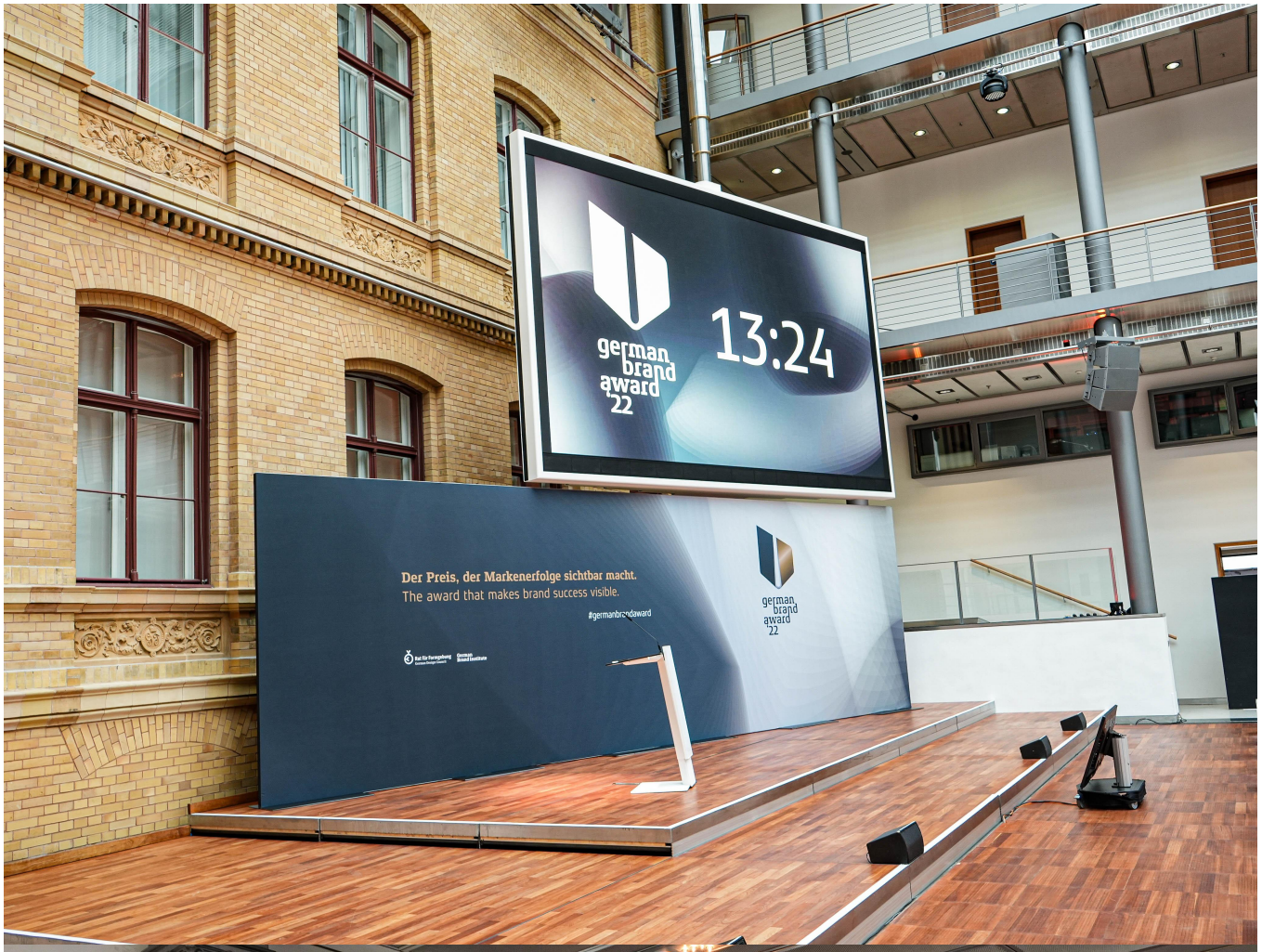
We won! 2022 was the first time we participated in the German Brand Award contest, and we took a prize home immediately. The competition received 1,200 submissions from 19 countries in various categories. We won "Brand Communication Fairs & Exhibitions" as well as a special mention as one of the key projects in the category "Brand Experience of the Year" for our 2021 #ComeOnOverTour tradeshow concept, demonstrating once again that Aqipa is not just a distributor, but a success builder for brands.

Clearly, the innovative Aqipa spirit didn't go unnoticed with the jury of this prestigious marketing award, marking another milestone in our 30+-year success story.

Big shout-out to our team and partners. Here's to us !

65%
german brand award 22

Come On Over Tour
german brand award '22 winner
Kategorie . Category
Excellence in Brand Strategy and Creation
Brand Communication – Fairs & Exhibitions
Unternehmen . Company
Aqipa GmbH, www.aqipa.com
Design
Aqipa GmbH, www.aqipa.com
BESCHREIBUNG
IFA 2021 erneut abgesagt. Als Markenbeschleuniger und Distributor in Europa von Marken wie GoPro, Marshall, Pioneer, Onkyo, Braun Audio etc. ist es essenziell für uns, Produkte auch vor Ort und emotionalisiert bei der Kundschaft präsentieren zu können. Daher haben wir unsere Marken auf Tour geschickt, den coolsten Tourbus Europas (BeatTheStreet) gecharted, den Sänger Lion.O.King eingepackt, NFT-Tickets kreiert und neun Kunden quer durch Europa besucht. Aqipa ComeOnOver Tour 2021!
DESCRIPTION
IFA 2021 cancelled again. As a brand accelerator and distributor in Europe of brands such as GoPro, Marshall, Pioneer, Onkyo, Braun Audio, etc., it is essential for us to be able to present products to customers on site and in an emotional way. That's why we sent our brands on tour, chartered the coolest concert bus in Europe (BeatTheStreet), packed a popcorn machine and the singer Lion.O.King, created NFT tickets and visited nine customers across Europe. Aqipa ComeOnOver Tour 2021!


german brand award '22
13:24
Der Preis, der Markenerfolge sichtbar macht.
The award that makes brand success visible.
#germanbrandaward
german brand award '22

SPORTS & OUTDOOR GOODS

Come On Over Tour
BESCHREIBUNG
IAM GURU
TOUR 2021