

## 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 !**







**german  
brand  
award  
22  
winner**

## Come On Over Tour

**Kategorie - Category**  
Excellence in Brand Strategy and Creation  
Brand Communication – Fairs & Exhibitions

**Unternehmen - Company**  
Aqipa GmbH, [www.aqipa.com](http://www.aqipa.com)

**Design**  
Aqipa GmbH, [www.aqipa.com](http://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 passivieren zu können. Daher haben wir unsere Marken auf Tour geschickt, den coolsten Tourbus Europas über Deutschland geschickt, den Singer Leon 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 Leon O King, created NFT tickets and visited nine customers across Europe. Aqipa ComeOnOver Tour 2021!



