

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

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 besonders 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 über TheStreetz gechartert, den Singer Lion O King eingepackt, NFT Tickets kreiert und neuen 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 (TheStreetz), packed a popcorn machine and the singer Lion O King, created NFT tickets and visited new customers across Europe. Aqipa ComeOnOver Tour 2021!



A man and a woman are standing in front of a large digital display. The display shows a 'Come On Over Tour' advertisement. The ad features a bus with a large graphic of a mouth and the text 'COME ON OVER TOUR 2021'. The man is wearing a dark polo shirt and the woman is wearing a denim jacket. The display also includes a section titled 'BESCHREIBUNG' (Description) in German. The man is pointing at the display. The woman is looking at the display. The display is in a museum or gallery setting. The floor is made of wood. The walls are white. There are other displays in the background.

A man in a dark polo shirt and glasses stands next to a large digital display showing a 'Come On Over Tour' advertisement. The ad features a cartoon character with a large open mouth and the text 'COME ON OVER TOUR 2021'. The man is looking at the screen, which also displays a list of brands and a description of the tour.

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