



Spielwarenmesse BrandNew: Innovation presentation triggers excellent industry response

- Visitors show huge interest across all channels
- Companies present a diversity of products in new ways

The digital service Spielwarenmesse BrandNew has been offering focused information about this year's innovations and trends in the toy sector since 25 January. The forward-looking format has met with a positive response from industry experts. In the first five days alone, the Nuremberg-based organiser recorded 55,442 visitors and more than 400,000 actions on its website. Particularly during launch week, companies also used the Spielwarenmesse social media channels to present their innovative products to the international market.

Ernst Kick, CEO of Spielwarenmesse eG, commented: "In our role as the industry's largest global network, we're delighted to be able to offer a valuable service even during the pandemic. Spielwarenmesse BrandNew was warmly received by the sector and is still attracting widespread attention." Showcasing everything from start-ups to major market players, the platform is characterised by diversity. More than 300 companies from around the world are currently presenting over 4,000 new and further developments – with product descriptions, images, video material and contacts – at www.spielwarenmesse.de/en/brandnew. This means that visitors to the website receive first-hand input from the companies themselves. Paul Heinz Bruder, CEO of Bruder, noted, "Spielwarenmesse BrandNew gave us the opportunity in spite of lockdown to present our innovations to the global trade and to tap into new target groups."

Live action on social media

During launch week from 25 to 29 January, the calendar featuring the times and dates of company events, advertorials in the Spielwarenmesse Visitor Newsletter and social media posts were among the additional highlights.



The Spielwarenmesse Facebook and Instagram channels gave suppliers the golden opportunity to unveil their innovations in live video sessions. Among them was Heless, who has been exhibiting in Nuremberg since the toy fair was launched. Managing Director Susanna Becker presented the company's innovations in a 20-minute live session, concluding, "The Instagram takeover was definitely uncharted territory for me, but it was great fun and the reaction to our products was overwhelming." Up-and-coming companies such as Holo Toyz from Ireland, likewise, met with an excellent response to their live videos on the Spielwarenmesse Instagram page. Kate Scott, Marketing & Business Development Manager, commented: "As a new business, Spielwarenmesse BrandNew helped us to reach an audience we would never have reached under the circumstances. Thank you so much to the whole team who pulled BrandNew together this year."

Spielwarenmesse BrandNew can be accessed on the website free of charge until the end of April. "This enables us to shorten the wait until the physical Spielwarenmesse this summer which, in spite of the success of the digital format, remains absolutely indispensable," Mr Kick added.

Text length: 2,885 characters

Note for editors: Reprint free of charge. Images are available at www.spielwarenmesse.de/media. Please provide us with a voucher copy on publication.

2 February 2021 – sw

Spielwarenmesse®

Spielwarenmesse®, the leading international fair for toys, hobbies and leisure, is organized by the fair and marketing services provider Spielwarenmesse eG. The trade fair creates a comprehensive communication and ordering platform for 2,800 national and international manufacturers. The presentation of new products and the extensive industry overview provide a valuable pool of information for annual market orientation for around 65,000 buyers and toy traders from more than 130 nations. Spielwarenmesse® has also been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Tuesday to Saturday, 20 – 24 Jul 2021