

YouSport FOR MEDIA SS2021



YouSport for Media SS2021: A virtual event for the media and influencers

Sports and outdoor novelties will be presented digitally on Wed 27/01/2021 from 10 a.m. to noon

The **YouSport for Media** virtual event continues the Akvamariini Open House press days online. Familiar target groups are approached in the new channel.

The event is tailored to the current needs of brands, media, and influencers. The implementation is a hybrid of traditional and new launching methods. We interviewed brands and media for our concept in November 2020.

A press and influencer event will be held in January and May. In the future, physical pop-up press days may also be held.

The YouSport for Media SS2021 is always hosted by the fast-paced **Mervi Kallio**.

The strengths of the innovations are clearly highlighted

Presenter Mervi Kallio paves the way for the recorded sections of the brands. The audience can take part in the chat, which is attended by YouSport's expert editor **Jussi Ovaskainen**. Participants' **brand ambassadors** can also be interviewed at the studio.

Each participant has a 10 minute slot in the event, including the presentation. Pre-recorded video and/or other appropriate brand-ready communication material may be used to introduce new products.



Overall brand visibility on YouSport for Media

BEFORE

- **Event marketing for** media and influencers (email invitations, personal activation, YouSport and Akvamariini social media channels)

DURING

- The event will have a 10-minute slot for each **brand** and, at the beginning and the end, the participants' logos together
- Brands will be responding to the rest of the **chat**; the representatives of the brands themselves will not be in the studio.
- Possible visibility of the **brand ambassador**.

AFTER

- **Brand press release** (Akvamariini produces and distributes; link to image bank. See pricing.)
- YouSport for Media **event bulletin** (Akvamariini produces and distributes) with link to recording
- **Coordinating** brand materials to **YouSport site**, and linking to YouSport's **YouTube** channel
- YouSport **magazine** and **newsletters**

Contents of the event package

- Planning everything together with the brand
- Marketing to target groups
- Technical implementation of the event (platform, chat, questions for participants)
- Presentation
- Visibility in the event bulletin
- Visibility on the YouSport website, social media channels, newsletter and magazine

Price: € 1 750 + VAT

- Including 1 product bulletin (includes creation and distribution of distribution lists)

Price: € 2 000 + VAT

- Video (max. 7 min, interview-like)

Price: € 900 + VAT

The event will be held with the participation of at least 5 brands. It is possible to add, for example, media monitoring and reporting, a company bulletin or a social media campaign from a different agreement. We coordinate product lending requests after the event.

Buy a brand video from the YouSport team

The recording will be done in your showroom in the metropolitan area or in a sports studio. By separate agreement, video recording is also possible outdoors or in other operating environments (1.5 hours are reserved for recording).

In the video, your representative presents the products in a free-form format, just like in a sales situation. You can also take advantage of your brand ambassadors in the description.

Basic video length max. 7 minutes, incl. right to use after the event.

The communications agency Akvamariini team will guide you through the video presentation. With our media management experience, we take into account both your personal appearance and the effective presentation of new perspectives.

This is how the media answered. in 2020/11!

"Virtual events have worked well."

"It's better to have more brands involved in the events: you get more out of it and save time."

"It is a good idea to get the products ordered for the test immediately after the event."



Spring and summer at a glance
- The media and influencers are interested in the presentations of the several sports brands.

Come and boost your sales at the YouSport for Media virtual event for sports and outdoor brands on Wednesday 27/01/2021 from 10 a.m. to noon.

Ask for more information and make the decision to be seen effectively!

YouSport
FOR MEDIA
SS2021

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