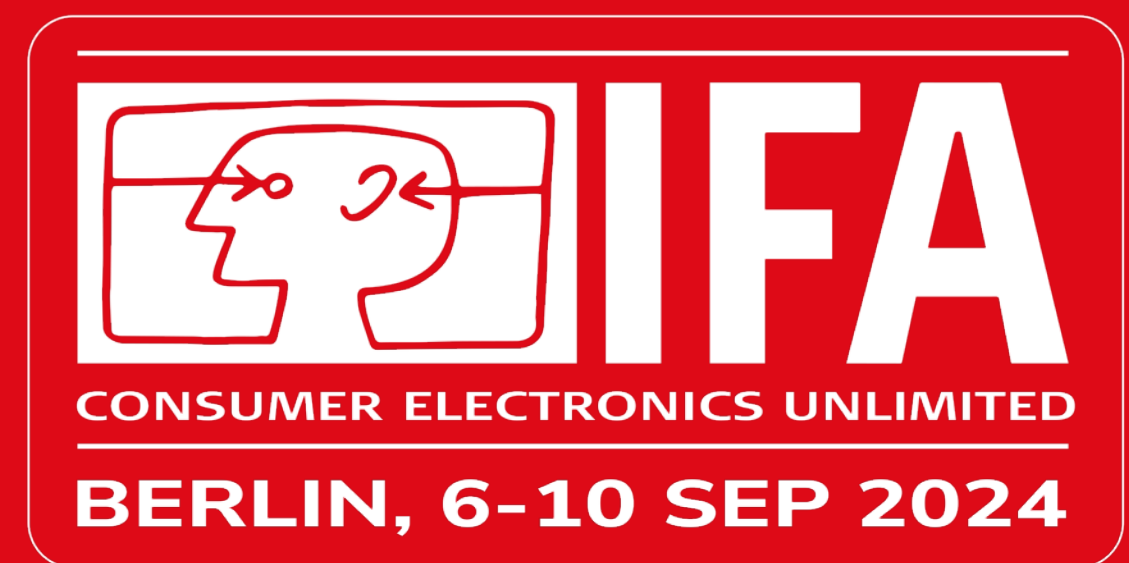




IFA INTERNATIONAL PRESS BRIEFING





IFA 2023

RECAP IFA 2023

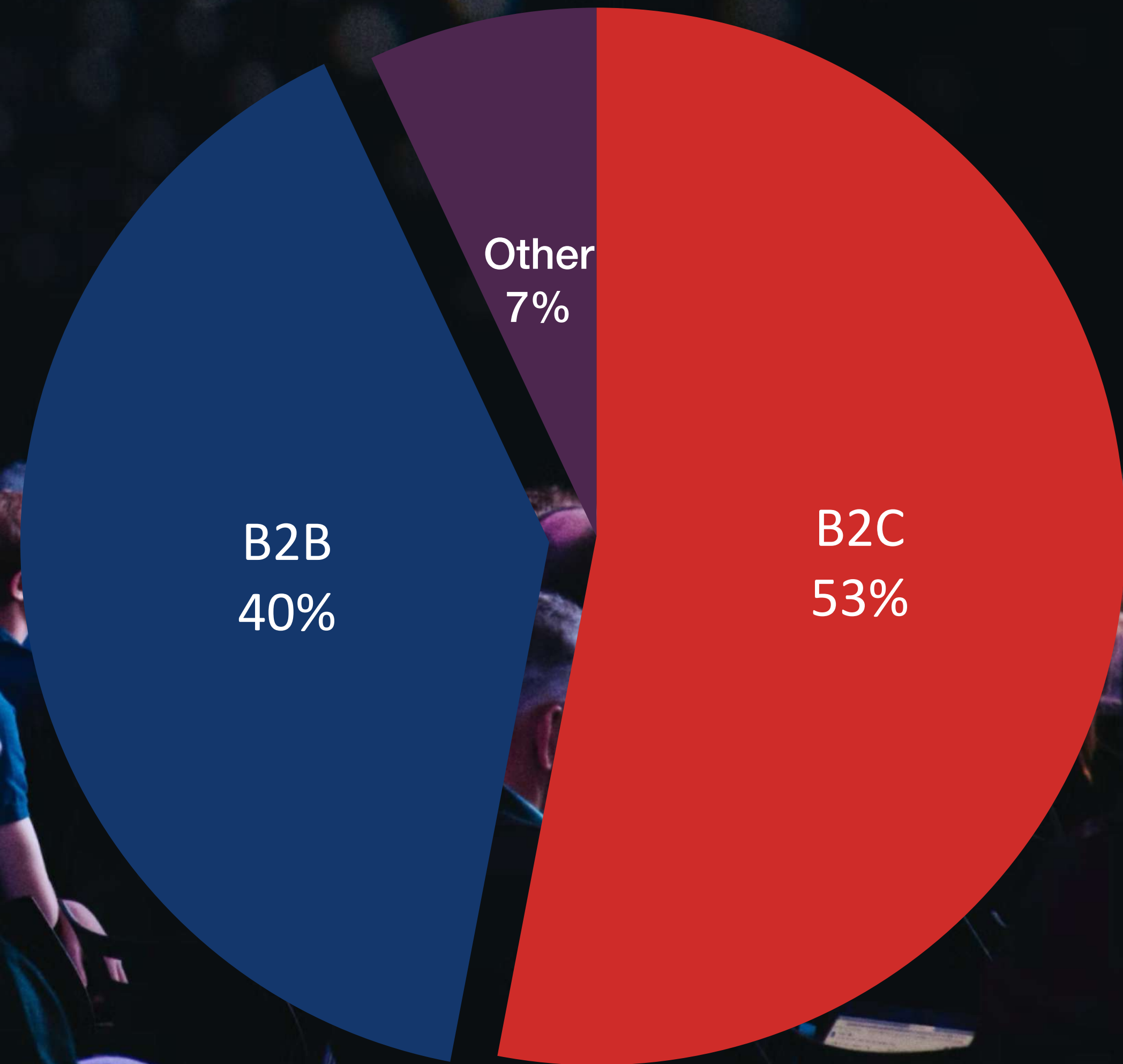
182.080

Visitors



RECAP IFA 2023

Target group divisions



RECAP IFA 2023

International visitors
from

138

countries

RECAP IFA 2023

2285

Exhibitors

3.585

Media representatives

46.800

Mentions in the media



TOP C-LEVEL SURVEY

Exhibitors

**B2B relationships are rated
positively**

Exhibitors

Appreciation of our new
innovative path

Exhibitors

**IFA100 is perceived as a
perfect opportunity for
modernisation**

Retailers

**IFA remains very important for
retailers, generally high levels
of satisfaction**

Retailers

Organisational issues and
growing demand for more
digitised service offerings

Visitors

**Overall positive feedback,
especially for meaningful
brand activations**

Visitors

Demand for more entertainment



MARKET & INDUSTRY TRENDS

POST-PANDEMIC **IRL** EXPERIENCE AND
CONNECTION HAS NEVER BEEN MORE
IMPORTANT

A portrait of a middle-aged man with a shaved head, wearing a dark blue suit jacket over a dark t-shirt. He is looking directly at the camera with a neutral expression. The background is a solid dark grey.

A NEW CHAPTER WITH LEIF LINDNER

A NEW CHAPTER WITH LEIF LINDNER

RETURN TO IFA'S ROOTS AND MAKE HISTORY ONCE AGAIN

A NEW CHAPTER WITH LEIF LINDNER

TRANSFORMING IFA INTO A **WORLD** **CLASS CULTURAL MOMENT**





A NEW
VISION
FOR IFA

A NEW VISION FOR IFA

MODERNISING IFA WITH A FOCUS ON EXPERIENCE, ENTERTAINMENT, AND INNOVATION





Our brand statement:

Celebrate culture's
greatest tech
innovation

A NEW VISION FOR IFA

Our brand values



Trust



Curiosity



Community



Inspiration

A NEW VISION FOR IFA

BRINGING IFA TO LIFE ACROSS BERLIN

A NEW VISION FOR IFA

BETTER COOPERATION WITH THE INDUSTRY



BRINGING MORE CREATIVITY TO IFA



AND A FRESH VISUAL APPROACH

A NEW VISION FOR IFA

WHAT IS IN STORE FOR DECISION-MAKERS?



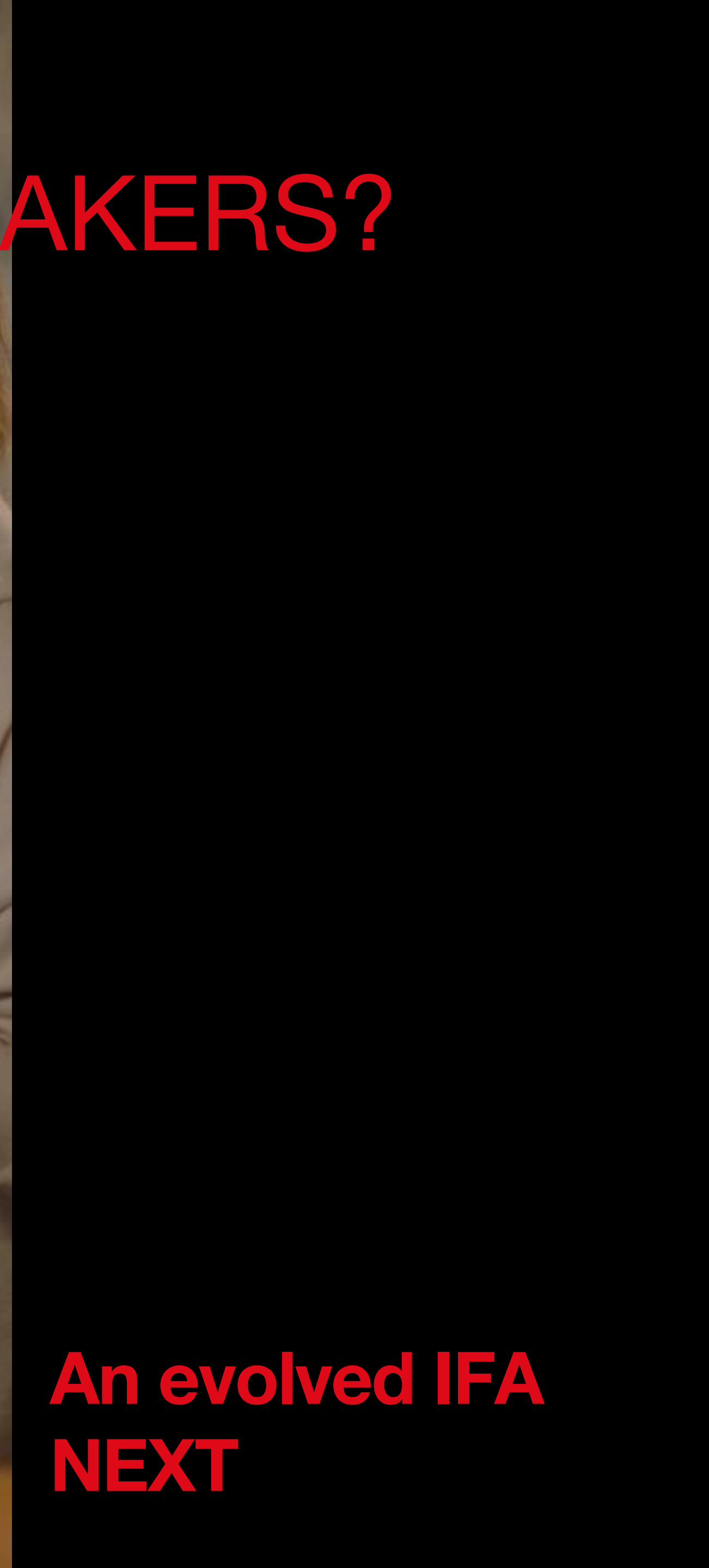
A glamorous gala



A world-class
conference
concept



Valuable
networking events



An evolved IFA
NEXT

A NEW VISION FOR IFA

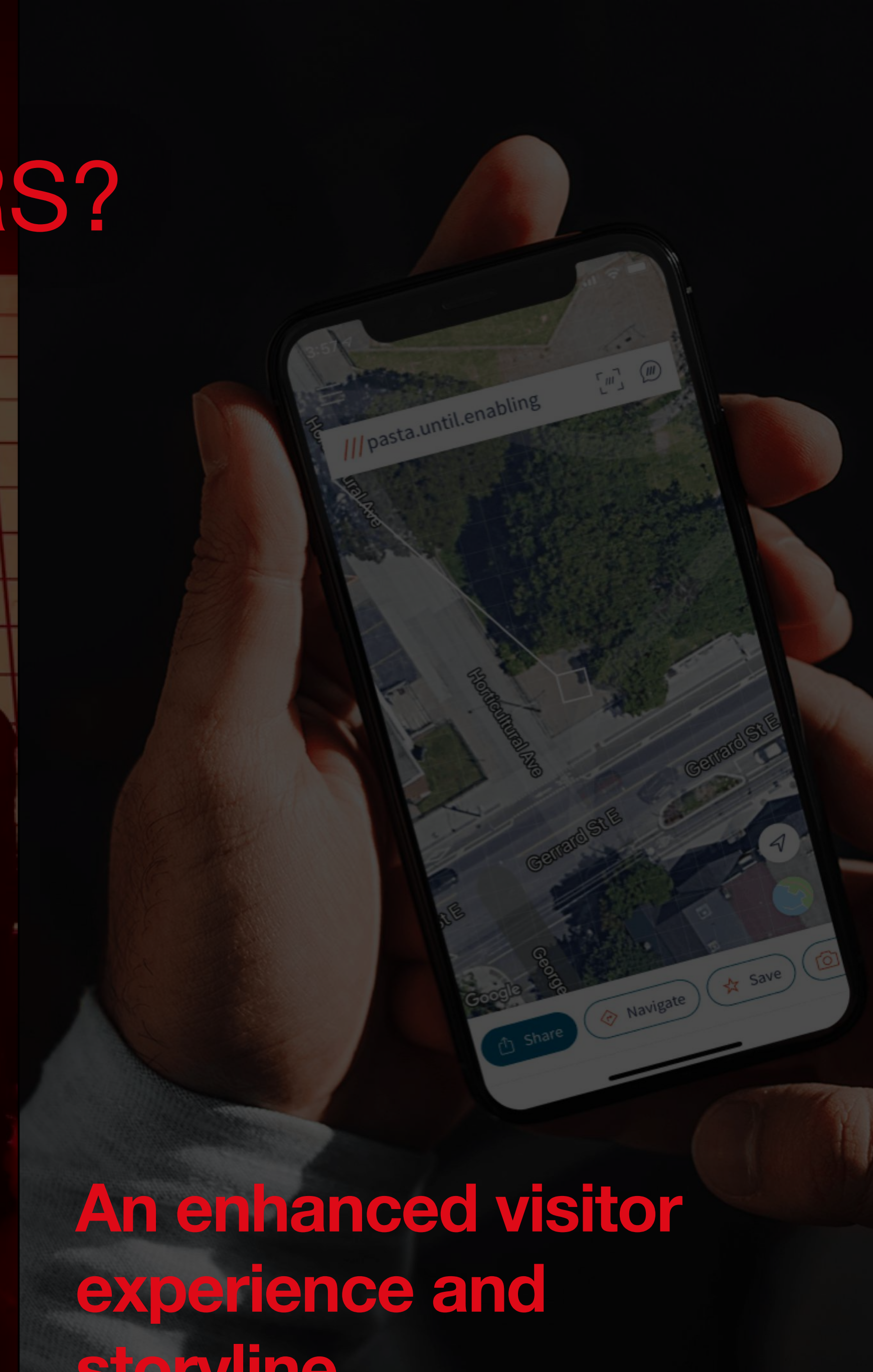
AND FOR CONSUMERS?



More and improved
brand activations



An attractive
entertainment program



An enhanced visitor
experience and
storyline



100 MOMENTS

A dark silhouette of a person's head in profile, facing left, set against a teal background. The silhouette is positioned on the left side of the frame, with the head and neck visible. The text is overlaid on the right side of the silhouette.

AN INNOVATIVE **B2C CULTURAL**
INITIATIVE THAT MANIFESTS ITSELF AS A
CITY-WIDE TAKEOVER OF BERLIN

100 MOMENTS

01

**Pinnacle IRL activation
with digital amplification**

TIERS

02

**IRL activation with
digital amplification**

03

Digital activation

100 MOMENTS

Tier 1

The pinnacle expression of 100Moments, our Tier 1 activations are highly experiential, creative and inspiring, lighting up Berlin through various touch-points

100 MOMENTS

Professional Appliances

A pop-up espresso bar to showcase the amazing capabilities of professional coffee making products.

We'll host coffee tastings & workshops.



100 MOMENTS

Household Appliances

Create a laundromat pop-up. By day it's a laundromat, by night it's a bar. We'll work with a local sustainable designer to do garment-dyeing workshops using natural dyes etc. Create custom washing powder & set design products.



100 MOMENTS

Computer & Gaming

A Metaverse shopping experience via an IRL location. We'll create a pop-up shop in Berlin where visitors can play games to enter the pop-up shop in Horizon Worlds. A fun & immersive way to discover the technology. This world could also be used to house an exhibition.



A young man with dark hair, wearing a pink knit beanie and a pink sweater, is shown in profile, looking to the right. He is holding a waffle cone ice cream. The image has a dark red overlay, and the text "100 MOMENTS" is in the top left corner.

100 MOMENTS

Tier 2

Bringing our ethos to consumers at a smaller scale, Tier 2 activations weave 100Moments into the corners of the city

100 MOMENTS

Fitness & Digital Health

Partner with a local collective to host a fitness/running workshop utilising digital health devices i.e. watches. We'll then project live timings/achievements onto a digital billboard in Berlin's city centre.



100 MOMENTS

Home & Entertainment

Branded photo booths throughout the city - an iconic feature of Berlin. Upon entering, visitors will use the interface of mobile phones or cameras to take pictures.



100 MOMENTS

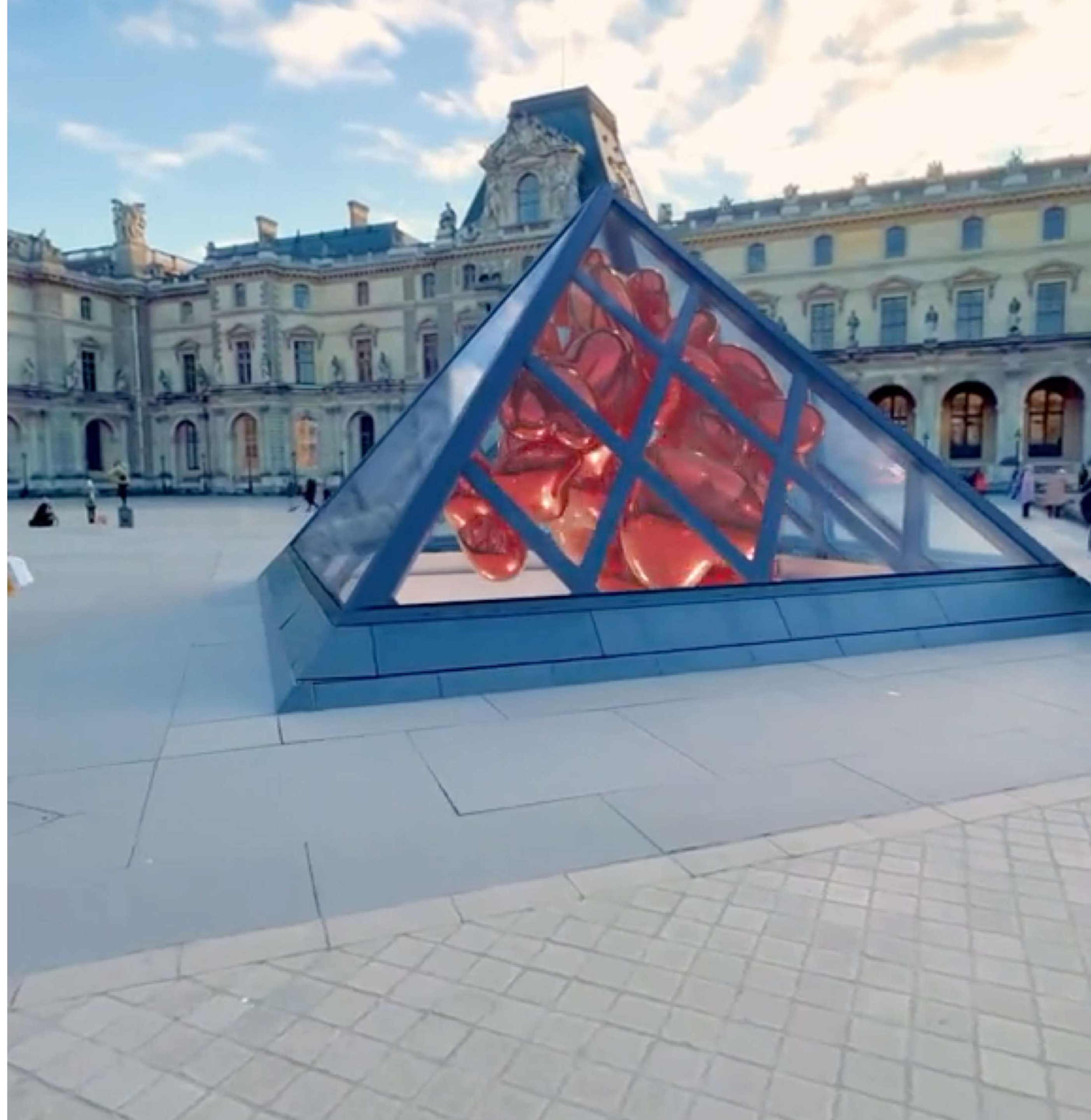
Tier 3

Tier 3 offers a digital-only expression of 100Moments, from editorial storytelling to AR experiences

100 MOMENTS

CGI Videos

Create hyper-realistic CGI content with creators that “take over” iconic areas of Berlin with different brands.



100 MOMENTS

Editorial

Create meaningful storytelling off the back of IRL activations or as stand alone content. For example, we could shoot a digital editorial utilising new tech & Berlin-based creatives.





Q&A



DANKE.

