



CAVALIADA

Jedyna taka w Polsce
The one and only in Poland

1. BACKGROUND

Cavaliada is an event dedicated to the horse-riding community. Cavaliada comprises 3 elements, i.e. sport (International Indoor Show Jumping Competition), expo (Horse Riding Equipment Fair) and show (presentations, lectures and training sessions). The Cavaliada brand, together with the present formula of the event, was introduced to the market in June 2010. Cavaliada is positioned as an event addressing the equestrian sector in its entirety, offering more than other similar events in Poland. In previous years, the Polish Horse Riding Association used to organise the International Indoor Show Jumping Competition on MTP grounds, its side event being the Horse Riding Equipment Fair organised by MTP.

Cavaliada's target group:

- a) professionals involved in horse-riding
- b) people for whom horse riding is a hobby
- c) inhabitants of the region looking for active leisure pursuits.

Cavaliada's marketing objectives:

- a) introduce the brand to the market
- b) build a community of horse-riding enthusiasts and people professionally involved in horse-riding.

Cavaliada's promotional activities were carried out in the following channels: TV, radio, Internet, specialist and general press and outdoor. The main promotional message was to emphasise the comprehensiveness of the event that involves horse riding promotion and an incentive to spend the leisure actively. For promotional purposes, we employed the image of three Polish female competitors well-recognised in the equestrian sector. Aleksandra Lusina won the title of the Show Jumping Champion of Poland in 2007 and 2009. Małgorzata Lusina perfectly reconciles sport, business and family life, whereas Klara Kostrzewa is the 2010 Polish Junior Champion. Each lady has a connection with the Wielkopolska region, whose capital city is Poznań.

2. FANPAGE ON FACEBOOK (see)

Why Facebook?

- shows high growth dynamics (see)
- is one of the most popular websites in Poland (see) and all over the world; other social networking websites addressed to Polish users lack any horse riding fan groups
- is an additional channel for communication with the Cavaliada target group

The Cavaliada Fanpage is the first profile in Poland run by an organiser of a horse riding competition. The account was created 5 months before the event to complement previous methods of communication with a channel enabling free and direct interaction with the target group, with a special focus on:

- women/men aged 18-30 years who practice horse riding or are just interested in horses and horse riding.

OBJECTIVES

To be achieved over 5 months:

- by 1 December 2010, gather about 1,000 fans being the target group
- generate a steady increase of user activity
- collect a wide profile of the target group

To be achieved over January - December 2011:

- create discussion groups that will address current equestrian issues
- double the number of fans by the next edition
- extend the target group by parents interested in spending the leisure actively with the child

ASSUMPTIONS BEHIND THE FORMULA OF CAVALIADA FANPAGE

1. General

- create an atmosphere of trust and confidence and cooperation
- enable users to speak their mind without any censorship (we assumed that when deliberately building a community we can create an atmosphere where users will control themselves, while preventing other users from giving false opinions in a natural way)
- create a space where users can share their passion for horses
- Cavaliada fans is a privileged group; for this reason, the news first reaches the account users, then it is posted at www.cavaliada.pl, only to reach equestrian media at the very end

2. Specific

- write in a language modelled on youth jargon close to the target group
- posting in hours of peak activity (9:00 – 12:00)
- immediate response from the administrator to fans' needs and suggestions
- enable users to post comments

3. ACTIVITIES

1. Inform the target group that there is a Cavaliada account on FB

→ The account was created in mid-July 2010. At first, we cooperated with a specialist website for mailings from the database of this website with information about the Horse Man group from France (see), whose show was on Cavaliada's agenda. Horse Man is a team of young attractive men who jump over the obstacles higher than horses do.

Result: -'I like' was clicked 65 times, 14 comments.

2. Motivate to join Cavaliada

→ Photo competition (see) that involved posting an equestrian photo on the board. Prizes were invitations to Cavaliada. The winner was determined with the 'I like' mechanism and the number of positive comments. The competition was announced at www.cavaliada.pl and through mailing sent to the same database as earlier.

Result: 30 photos were entered to the competition.

3. Arouse interest

→ The information about using the image of three recognised Polish female competitors in Cavaliada's promotion was posted. We then posted the information about the first ambassador (see) and her photo session. The other two competitors were presented the same way.

Result: 321 fans.

4. Motivate fans to recommend the account to others and keep those who have joined Cavaliada

→ Chat with the ambassador: - the post informing about the date and rules was added a week before the chat.

Result: 448 fans, 67 active users recorded that day, 38 posts made during the chat.

www.cavaliada.pl



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5. Stimulate fans' activity

→ „Photo Exhibition of Cavaliada Fans” competition lasted from 9 to 26 November 2010. The information about the competition was posted at www.cavaliada.pl and sent to equestrian media. Mailing was sent through one of specialist Web portals. During the competition, we recorded a 507% growth. All you had to do in order to join the competition was to become a fan of Cavaliada and post an equestrian photo taken by you on the board. Winners were selected through the 'I like' mechanism and the number of positive comments. As an award, the winner could present their photo at a photo exhibition held under Cavaliada. The exhibition was entitled the Photo Exhibition of Cavaliada Fans. Winning photos have been published in the album entitled the Photo Exhibition of Cavaliada Fans (see) to honour the authors. There were comments and congratulations under the photos.

Result: 2,264 fans, 1,500 active users on the day when competition results were announced.

6. Involve fans in the joint undertaking of Cavaliada

→ Both coverage and pictures from preparations to Cavaliada were being posted on a regular basis. Users started a game of guessing the name of a competitor with the name of the country they represented being provided.

Fans would also comment on the posted billboard and citylight design, and suggested towns for promotional campaign.

→ Competition: Cavaliada 2011 Calendar (see). From photos posted on the board, we selected 20 that were subject to a vote by users, either through clicking „I like” or posting a comment. 13 photos that got most votes were published in the calendar that was sold throughout the trade fair. It can be now purchased on-line.

→ „Huge Banner” competition: the picture of every user who had sent it to FTP account was printed out on a banner in size 12 m x 2.5 m that was hanging on the grandstands.

→ Upon request of a fan, we produced a cotillion that was given to first 100 visitors every day.

→ Direct meeting: we organised a fan meeting during the event. The information about the meeting, its time and place was sent only through an update.

Result: additional 790 fans.

Result: 9 December – 2,657 fans, 1,737 active users that day.

4. RESULTS

→ 2,437 fans gathered by 1 December

→ gathering a group of users aged

13-17 years: 36%, 18-24 years: 34% and 25-34 years: 11%; 84% of users are women

→ gradual increase in the number of fans, recorded once the event was over, as well; the current number of fans is 2,922

→ high user activity throughout the entire account life: 5,000 active users in December

→ 910 photos posted on the board by fans

→ feedback from fans during and after the event

→ during the competition, there was an ongoing coverage of the event, with photos of jumps and other attractions. Fans would post photos they took, ask for photos from specific competitions or of specific competitors. On the account's board, a couple of Web portals have even posted a coverage form Cavaliada.

Result: user activity on different days

10 December - 1796

11 December – 1811

12 December – 1840

→ 5023 viewings of www.cavaliada.pl from Facebook

→ improved statistics of www.cavaliada.pl

- only in December, 14,378 unique visitors viewed the website, the number of viewings at that time being 29,771



www.cavaliada.pl

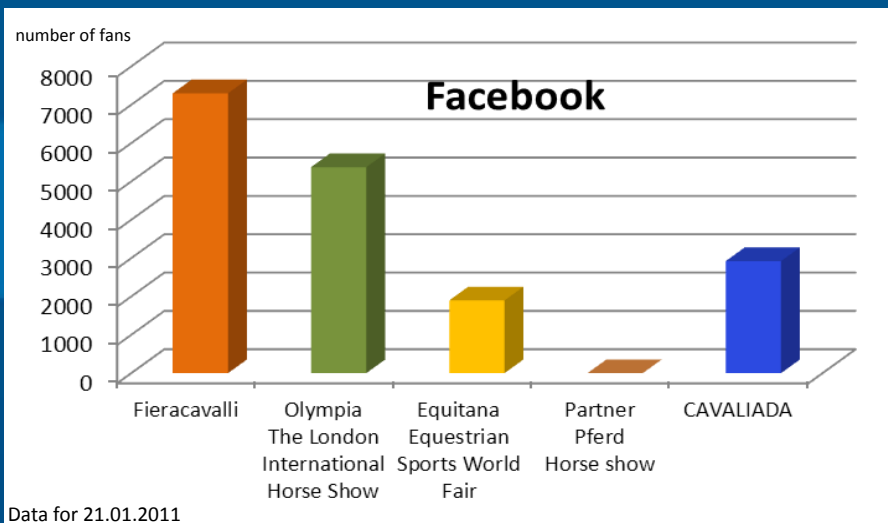
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→ improved statistics of www.cavaliada.pl by 400% (unique users) as compared with statistics of the website of the 2009 Horse Riding Equipment Fair

Our visitors have also benefited from the Facebook account, as for the very first time they could:

- obtain privileges for being a Cavaliada fan (priority of Cavaliada news receipt, free admission to the trade fair, participation in a meeting of Cavaliada fans, free gift or genuine impact on the event)
- help build a community around this equestrian event
- chat with 3 well-known competitors
- share their works not only on the FanPage, but also at an exhibition during Cavaliada
- publish their photos in 2011 calendar
- see their picture in large format

Number of users of Cavaliada Fanpage on Facebook as compared with other equestrian events, with the size of different trade shows provided



Statistics for trade fair comparison (on the basis of data from websites of trade fair organisers)

Fieracavalli (Verona, Italy)
 - 153,000 visitors
 - 636 exhibitors

Olympia (London, United Kingdom)
 - 80,000 visitors
 - 215 exhibitors

Equitana (Essen, Germany)
 - 213,000 visitors
 - 861 exhibitors

Partner Pferd (Leipzig, Germany)
 - 60,700 visitors
 - 270 exhibitors

Cavaliada (Poznań, Poland)
 - 15,000 visitors
 - 77 exhibitors

Międzynarodowe Targi Poznańskie is a leader of the Polish trade fair industry. We have a 53% share in the trade fair market in Poland and we are the second largest organiser of trade fairs in Central and Eastern Europe. In 2010, nearly 80 exhibition events organised on MTP grounds attracted more than 11,000 exhibitors from 70 countries from all over the world who purchased exhibition space with its total area exceeding 360,000 sq m. In 2010, trade fair events were visited by almost 450,000 people, including visitors from abroad. On the whole, trade shows, congresses and conferences organised on MTP grounds attracted nearly one million visitors in 2010, which makes MTP a leading business tourism centre in Poland.



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