



Spielwarenmesse.de – new Internet presence, content twice as valuable

- New design for www.spielwarenmesse.de
- Fair organization and magazine merge to form web portal for the toy industry

The website of Spielwarenmesse has been extensively revised and the convincing new design now presents a wealth of valuable information. The organizational information for the leading fair is important, but the contents covering the world toy market are just as exciting. The newly revised website at www.spielwarenmesse.de shows both in future. The website provides fair information and the toy magazine too. So the home page for toy professionals becomes an entertaining, knowledge-packed and mobile companion all year round.

The responsive web design of the new website developed together with the Hamburg agency Fork Unstable Media GmbH provides flexibility for use with PC, tablet and mobile phone. The goal was to achieve the optimum experience for all users at any terminal, as Sebastian Jandrey, Account Director at Fork, summarizes: "We focused on combining the easiest possible user guidance with a powerful brand design – and without having to dispense with fun elements in the process." The background support for the editorial system is based on the most modern content management technology.

The magazine now gives toy professionals a much more detailed overview of the variety of aspects that make up the world market for toys and which are naturally also found again at Spielwarenmesse as a reflection of the market: from the latest trends in the kids room and new products to market statistics. Experts and bloggers report daily on exciting world news on toys. Experts such as Steve Reece, brand and product marketing consultant for toy firms, Maria Costa, market researcher, and Harald Hemmerlein, freelance journalist, comment on the developments in the toy industry with a sharp pen. The fair's home page becomes the knowledge platform for the toy industry, with



articles, videos, photo galleries and red papers – the white papers published by Spielwarenmesse.

Thanks to the simplified user guidance, interested companies can quickly find information about the fair and exhibitors can discover details on the fair services available. Visitors have convenient access for buying tickets. Journalists obtain the latest press releases at a click. And whether people speak Albanian, Indonesian or Korean, if they search for information about Spielwarenmesse, they can read it in their own language. Because wherever they are in the world, those interested find the most important information about the fair in 41 languages.

Spielwarenmesse takes place in Nuremberg from 28.1 to 2.2.2015. 2,700 exhibitors present their products for 75,000 trade visitors from over 120 countries.

30.10.2014 – sah / km

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 2,700 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 some 75,000 buyers and toy traders from over 120 nations. The name Spielwarenmesse® has been a protected word mark in Germany since 2013.

Fair date: Spielwarenmesse®, Wednesday to Monday, 28.1-2.2.2015