

VALOSO | CHAN CHAO

TAIWAN OUTDOOR SHOW PRE-EVENT MARKETING REPORT

GOAL

Grow the number of distributors and importers in the outdoor and leisure industry from Singapore, Malaysia, Hong Kong and Vietnam

Grow the Taiwan Outdoor Show's fan base and community interactions

KEY RESULTS



500

TARGETED
BUSINESSES



120K

SOCIAL MEDIA
REACH



3

ARTICLES
PUBLISHED



1

PRESS
RELEASE

RESEARCH

500 TARGETED BUSINESS REPRESENTATIVES

237

VIETNAM
BUSINESSES

46

SINGAPORE
BUSINESSES

120

HONG KONG
BUSINESSES

97

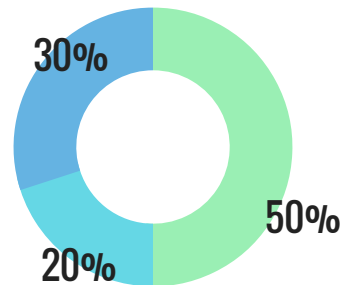
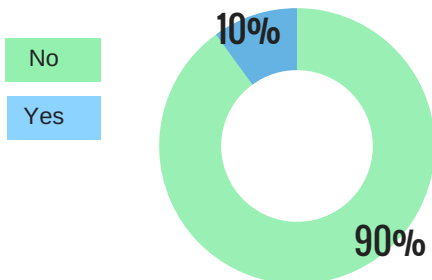
MALAYSIA
BUSINESSES

KEY FINDINGS

- **90% of businesses** said they will not be attending the event.
- **Attending another event** on the same date was given as most frequent reason for inability to attend.
- Being **notified about the event on short notice** was the second most frequent reason for inability to attend.

WILL YOU ATTEND THE EVENT?

WHY AREN'T YOU ABLE TO ATTEND?



INCREASE FUTURE ATTENDANCE



3
ARTICLES
PUBLISHED

CONTENT



400
million visitors



100K+
visitors



Are you planning on paying a visit to one of the biggest outdoor shows in Asia – the **Taiwan Outdoor Show**? If it's written down in your calendar then there are some details you should acquaint yourself with before you arrive at the show, for instance, which exhibitors will be showcasing at the event. Considering there are going to be over 110 exhibitors at the show, it's difficult to choose just a few. Nevertheless, we've prepared a list of the top brands that will be showcasing their latest products during



100K+
visitors

FORUMS

7
FORUM
POSTS

wants

6
million visitors
POPULAR
online community in
Hong Kong

lowyat.net
malaysia's largest online community

9.6
million visitors
LARGEST
online community in
Malaysia

Quora

400,000
million visitors
GLOBAL
online community

香港討論區
discuss

20
million visitors
LARGEST
online community in
Hong Kong



200,000
thousand visitors
LARGEST
online community in
Singapore





PR



14

SOCIAL MEDIA POSTS

SOCIAL MEDIA

REACH AND PURPOSE



1K REACH
Introduce the event.
[Click to see full post.](#)



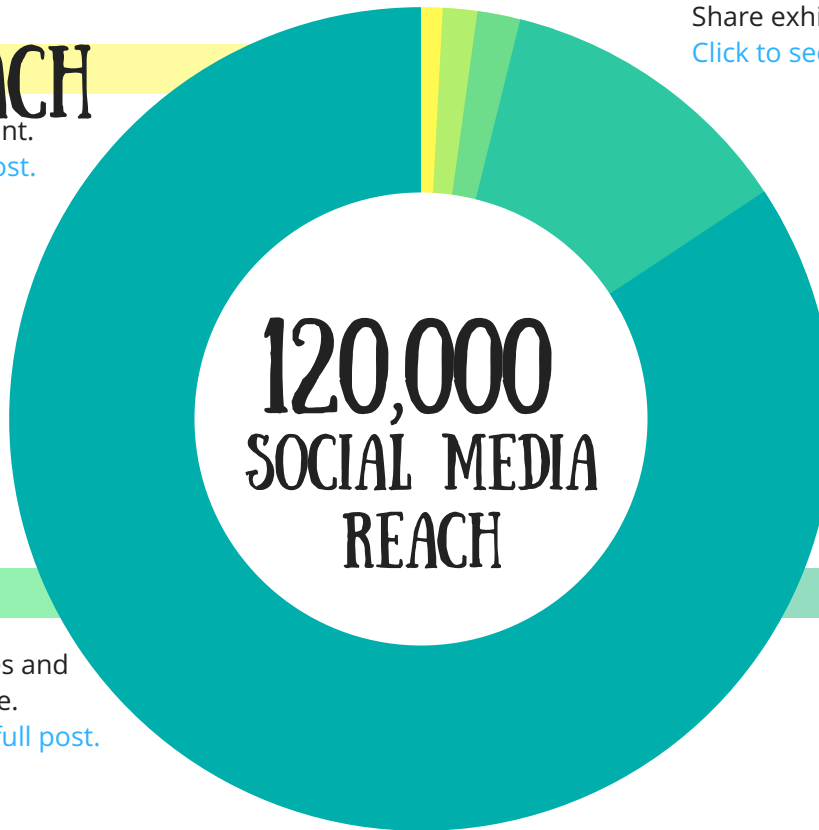
2K REACH

Share articles and press release.
[Click to see full post.](#)



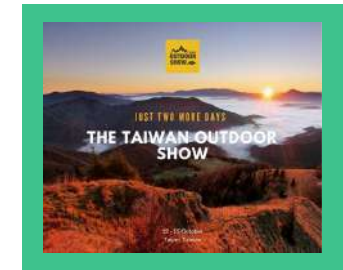
100K REACH

Share event news about on ten industry specific Facebook groups.



2K REACH

Share exhibitor information.
[Click to see full post.](#)



14K REACH

Last call to register.
[Click to see full post.](#)



Create Instagram and Twitter profiles for larger reach and work with influencers to promote the event.

*reach from all ten Facebook group posts

THANK YOU



PREMIUM EVENT MARKETING SERVICES

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