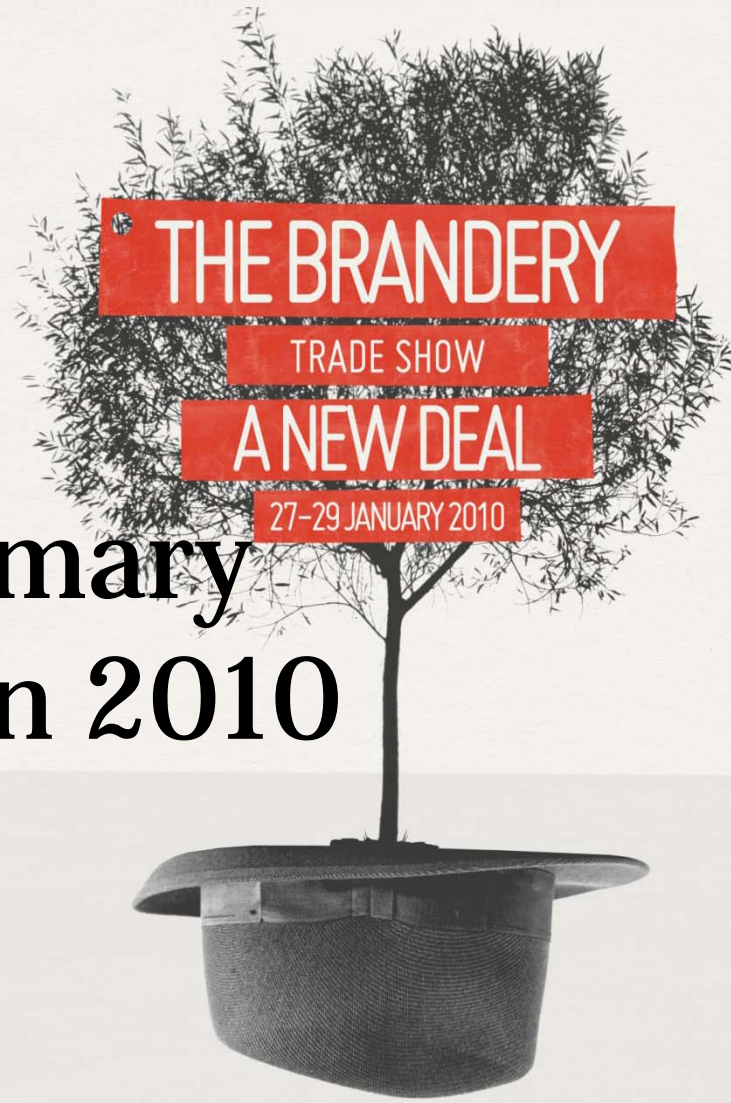


THE BRANDERY
A NEW DEAL



THE BRANDERY

TRADE SHOW

A NEW DEAL

27-29 JANUARY 2010

Closure Summary winter edition 2010


Fira Barcelona

THE BRANDERY
BARCELONA

Summer 2009

Winter 2010

• **BRANDS**

113

207 + 83%

46% Int.

52% Int.

• **BUYERS**

9.715

14.689 + 51%

22% Int.

20% Int.

• **PRESS**

500

510 + 2%

23% Int.

25% Int.

Winter 2010

BUYERS

9.715

14.689 + 51%

22% Int.

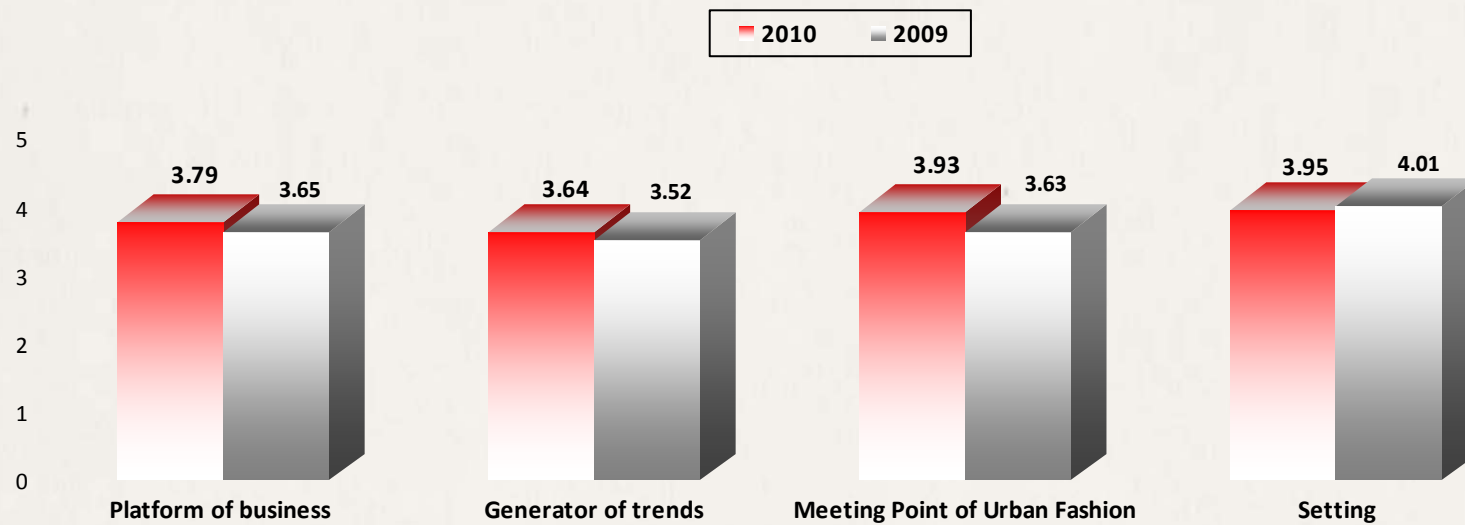
20% Int.*

*** 20% International**

ITALY 20%
FRANCE 16%
PORTUGAL 13%
U.K. 11%
REST OF EUROPE 18%
REST OF THE WORLD 22%

Valuation of the show concerning...

SAMPLE: 353 interviewed visitors - Values of 1 – Very bad and of 5–Very good



The visitors of The Branderly's second edition, value in a very positive way the trade show as platform of business, generator of trends and meeting point of urban fashion, showing improvement as regards to the first edition.

ANALYSIS VISITORS OPINION. 2010

Sample: 353 interviewed visitors

System of Withdrawal of Information: Personal interviews during the days of the show

Target: Random selected sample among the visitors of the urban fashion trade show The Brandery

Error: 5,26%

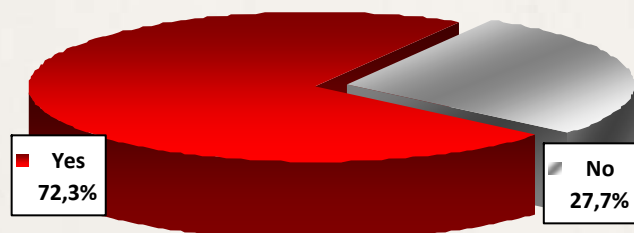
Dates: January, 2010

FULFILLMENT OF EXPECTATIONS

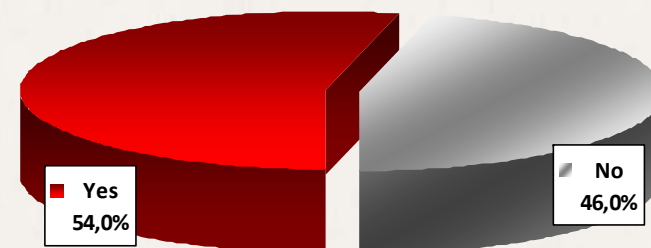
Does the show fulfill your expectations?

BASE: 353 interviewed visitors

2010



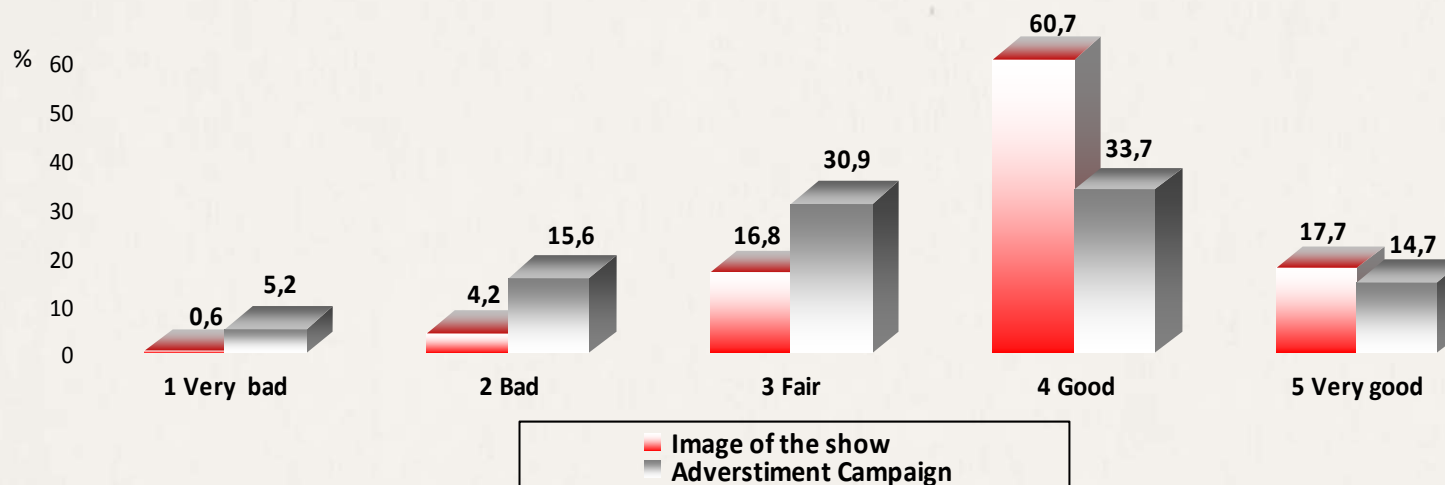
2009



How do you value the image of the show and the advertisement campaign realized?

SAMPLE: 353 interviewed visitors

IMAGE OF THE SHOW: 3,91 points on 5 – 3,94 in 2009 –
ADVERTISEMENT CAMPAIGN: 3,37 points on 5 – 2,67 in 2009 –

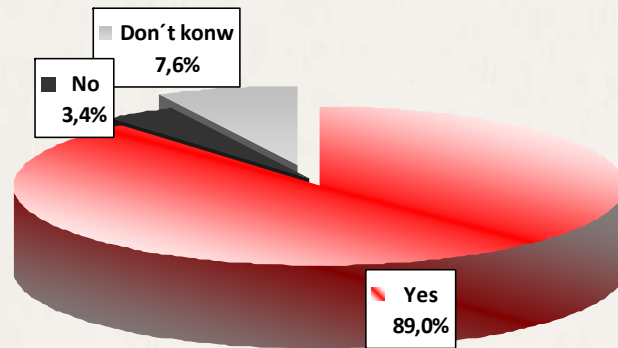


The valuation of the image of the show is maintained with respect to the first edition, considered as *Good* or *Very Good* by 78% of the visitors. In the case of the advertisement campaign, the satisfaction is not so high, although significant improvement is achieved with respect to the first edition, increasing from 2,67 to 3,37 in a 5 scale basis.

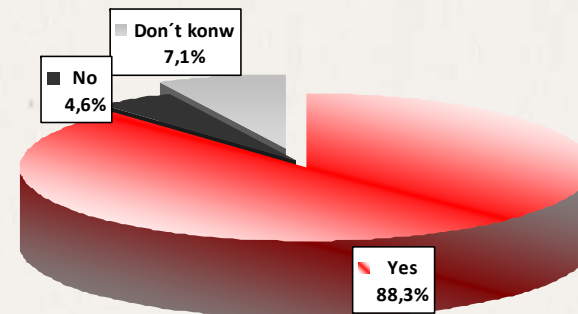
¿ Will you visit the next edition in june of 2010 ?

SAMPLE: 353 interviewed visitors

2010



2009



The results are very positive and the visitors doubts for not assisting to the next edition are mainly of availability during the dates when the celebration will take place.

Urban fashion trade show you have visited in the last edition or that you will visit in the next edition

SAMPLE: 353 interviewed visitors

