

PRESS RELEASE

Happy Birthday ABOUT YOU!

ABOUT YOU Awards 2017: more than three million viewers watched the influencer event of the year live on Facebook and YouTube

- ABOUT YOU celebrated its third birthday on 4 May with more than 250 celebrities and over 500 industry decision makers at the ABOUT YOU Awards
- Six-hour live stream watched by more than three million people via Facebook, Instagram, Youtube and Snapchat
- Winners include Lena Gercke, Caro Daur and Toni Mahfud

Hamburg, 5 May 2017 – Germany’s biggest influencer award show was successfully launched in Hamburg on 4 May 2017. More than three million viewers watched the ceremony live on Facebook, Instagram, YouTube and Snapchat. Even in the event’s very first year, the ABOUT YOU Awards therefore attracted more viewers than established award ceremonies which are only broadcast via traditional channels.

Ten cameras and six live streams recorded the goings-on on the red carpet, behind the scenes and on the stage in real time, making it the biggest social media live event in Germany to date. Presenters included Steven Gätjen, Lena Gercke and Johanna Klum.

ABOUT YOU celebrated its third birthday with the awards, inviting more than 250 celebrities and influencers plus over 500 industry decision makers to acknowledge the most creative and most influential social media stars. The audience at the event chose the winner in each of six categories from three nominees. The top three in each category were picked in a public vote ahead of the ceremony at aboutyou-awards.de, which attracted almost 100,000 users.

Winners of the ABOUT YOU Awards included Caro Daur (Idol of the Year), Toni Mahfud (Lifestyle), Lena Gercke (Fashion), Farina Opoku (Beauty), Louisa Dellert (Fitness) and Anouschka Stuck (Upcoming).

Musical highlights during the ceremony and at the aftershow party came courtesy of the Swedish band Mando Diao, the British newcomer Izzy Bizu and the Hamburg artistes DJ MAD and Das Bo.

ABOUT YOU: a blueprint for successful influencer marketing

When it went live on 5 May 2014, ABOUT YOU became a first mover in the field of successful influencer marketing in Germany: 'We create an authentic 360-degree world around our Idols, thereby striking a chord with our target audience,' explains Julian Jansen (head of Idols), who is responsible for the ABOUT YOU Awards along with Chris Nickel (head of Community, Influencers and Social Media).

For images from the ABOUT YOU Awards, please

visit: www.image.net/About_You_Award_2017

The winners of the ABOUT YOU Awards at a glance:

Idol of the Year:	Caro Daur (@carodaur)
Beauty:	Farina Opoku (@novalanalove)
Fashion:	Lena Gercke (@lenagercke)
Fitness:	Louisa Dellert (@fit_trio)
Lifestyle:	Toni Mahfud (@tonimahfud)
Upcoming:	Anouschka Stuck (@anouschkamarlene)

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