



HEADIS

For more than twelve years in Germany there is a movement developing about the sport header table tennis. As you can tell by the name, a table tennis table is used to play a rubber ball by head. For this sport René Wegner developed a complex event- and marketing concept. This concept is called "Headis" He accompanies the sport with his "Headis"-concept whos logo and name are a Trademark. Starting in 2006 in Kaiserslautern sport and brand had a huge success worldwide. Media highlights were two "TV Total Headis Spezial" on Pro 7 with Stefan Raab. Within the last two years the Funsport had several viral videos that were seen more than 500 million times.

TOURNAMENT SERIES

In the center of Headis there are the official Worldcup-Tournaments. There are about twelve of the popular Events each year. The tournament series started 2008 among students and got professionalized on and on. Most of the tournaments are fully booked and have about 120 to 150 competitors. The jubilee-tournament #100 had more than 200 registrations and even players from Japan went to Kaiserslautern to be part of the event. The estimated number of players at the World Championship in Kaiserslautern is also around 200 participants from around twelve nations.

By now the tournaments spread from Germany across Europe. There are regular tournaments in Czech Republic, Belgium, France and the Netherlands. In 2018 there will be the first World Cup Tournament in Slovakia and the European Open (here the best players of the official partner countries are invited) are held in Brno (Czech Republic). There are more than 100.000 people worldwide playing Headis. The center of this movement is still in its hometown Kaiserslautern. Wegners team of 5 active Headis players coordinates events from Las Vegas, to Shangai or Sidney from there.

SPORT SPONSORING

Besides the tournament series and the selling of equipment, the sport sponsoring is part of the business portfolio. "Headis is young, dynamic and is getting new fans every day. Everybody who sees it for the first time, directly understands how the game works and the viral videos spread it around the globe", says Wegner.

Especially on Social Media Headis has a high visibility due to the numerous partners. There are ran.de and sport1.de as online partners that already broadcasted Livestreams of the Tournaments. The streaming site sportdeutschland.tv (by DOSB) is firm partner when it comes to livestreams.

The independent analyst of insights of sports Nielsen Sports testified an advertising value of the Headis videos of 2016 in a million euro range.

INTERNATIONAL DEVELOPEMENT

Headis is present around the World and for some years there are licensed Franchise-Partners beyond Germany that spread it. There are Franchisees in eight countries: Australia, China, Japan, New Zealand, the Netherlands, Switzerland, Slovakia and the Czech Republic. By the Charity Project Headição (Brazil, Dominican Republic, South Africa) and the latest Franchisee in Australia & New Zealand Headis now is active on all continents.

The brand Headis is part of the Headis GmbH. As a second brand it also contains HeshierBall – a party game that can be played by everybody from kids to festival visitors. At the ISPO (biggest Sport trade show worldwide) the Headis GmbH was awarded three times already. Starting 2010 for the brand Headis, 2015 for Headição and 2018 for HeshierBall. Within the 30 year history of the ISPO no other company achieved this.