

Promotion of the Icelandic Horse in France 2013-2014



PUR CHEVAL

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Main Goal

Pur Cheval would like to give a new drive to the development and spread of the Icelandic Horse in France, allowing french people to enjoy this gentle but yet challenging horse



As a professional breeder, Pur Cheval also selects & trains
eisure and quality sport horses in France (L'Huilerie) and in Iceland (Miðhraun)

Team



ÓLAFUR ÓLAFSSON
& INGIBJÖRG KRISTJÁNSDÓTTIR
FOUNDERS & OWNERS



SVANHVIT KRISTJÁNSDÓTTIR
& EINAR ÖDER MAGNÚSSON
PROFESSIONAL ADVISING



CHARLOTTA GRIPENSTAM
MANAGING OF STABLES AND TRAINING

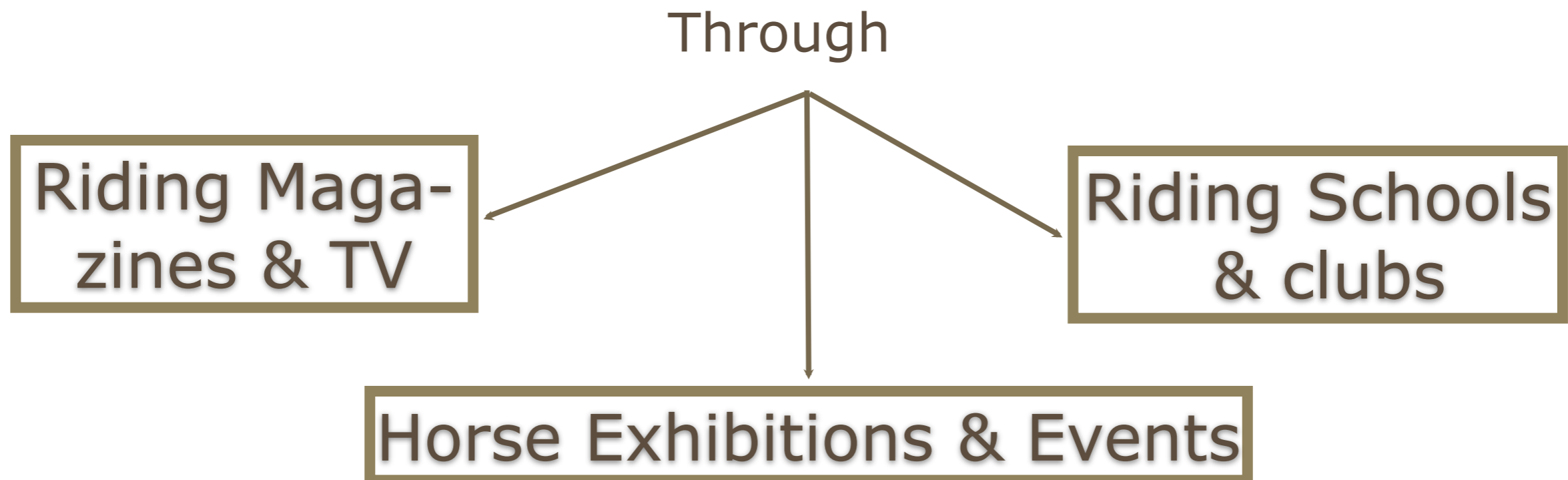


CHARLOTTE RABOUAN
MARKETING AND COMMUNICATION

Marketing Plan

Objectives :

- to raise the awareness of the icelandic breed amongst french horse lovers
- to target he existing riders



Actions & Results 2013-2014

Media Collaboration & Support



PUR CHEVAL



« Cheval Pratique »



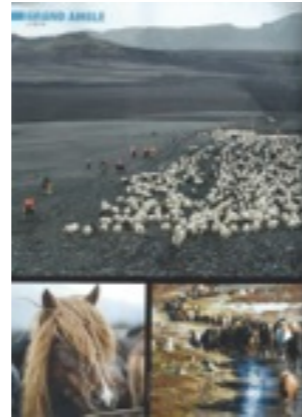
Collaboration with the Leader of Leisure Riding Magazines



Sept 2013



Dec 2013



April 2014



May 2014



Dec 2014

Dec 2014

After 18 months of collaboration with Cheval Pratique,
the Icelandic Horse **belongs to the main panel** of the magazine.

Readers are now familiar with its look,
its home country and its main characteristics

Sept 2013 - «Family Horse»

Media introduction:

Journalists from Cheval Pratique were invited to Pur Cheval stables and introduced to the Icelandic Horse by lecture, show and trial.

They were easily convinced by the comfort and willingness of this generous horse.

The Pur Cheval Team focused on explaining the Icelandic gaits and letting the visitors try the horse for them selves.


Following the visit, french readers discovered on the **main cover of their favorite magazine as well as inside** an extensive article on the Icelandic Horse, introducing it as a **family horse.**



Dec 2013: «Invitation to Tölt in Paris»

Advertisement on a premium page in Cheval Pratique announcing Pur Cheval's participation at The Paris Horse Show

This advert presents the Icelandic Horse as a **unique treasure** and invites people to **try the tölt** during the Paris Horse Show



PUR CHEVAL

Convivial et confortable, facile et familial, le Cheval Islandais est unique. La race a su rester totalement pure depuis plus de 1000 ans grâce à l'isolement de l'île et l'interdiction totale d'importation de chevaux. Ce fantastique Cheval Islandais possède 5 allures dont le fameux «tölt». Le tölt est une allure à 4 temps, très stable et confortable pour le cavalier et qui présente une incroyable variation de vitesse ! Vous avez envie de tester ? Les experts de l'équipe de PUR CHEVAL vous attendent au Salon du Cheval de Paris.

SALON DU CHEVAL DE PARIS
30 NOV AU 8 DÉC 2013 - STAND HALL 5A
www.purcheval.com

April 2014 - «Réttir»

Pur Cheval took a team of 3 french riders to Iceland; a journalist and photographer, as well as former Miss France, Sophie Thalman who is a leisure rider and TV presenter at Equidia (TV channel dedicated to horses).

The aim was to let them experience the historical use of the Icelandic Horse and help them understand it's characteristics being directly linked to the country and its nature.

The visitors took part in the transhumance of sheep where horses are used to herd the sheep. They also had the opportunity to experience the transhumance of horses. The trip was a success and the magazine has published 2 articles based on that trip.



April 2014 - «Réttir»

The first article emphasizes the strength of this wonderful horse, derived directly from it's country of origin. Every visitor gets closer to the breed after a trip to Iceland.

Amazing photos, reflect Icelandic energy and freedom.



May 2014 - «Travel & Riding»

The second article presents Iceland as an interesting and exciting country for many riders.

Among several **'riding destinations'**, Cheval Pratique recommends **Iceland for its exotic landscape** and as a beautiful way to experience the horse

DÉCOUVERTE
 VOYAGES À L'ÉTRANGER

s'initier d'abord en carrière avant de partir pendant quelques heures ou une journée complète. Pour Randocheval, le cavalier novice est même une nouvelle manne qu'il convient de séduire avec une offre de plus en plus diversifiée. Même politique au sein de Cavaligo avec, par exemple, un séjour « Cheval et détente sur la côte marocaine » (1 170 € pour 8 jours, vol compris) ou « Équitation au château en Italie » (1 190 € pour 8 jours, hors transport). Il est également possible d'opter pour un peu de familiarité avec des randonnées en étoile qui permettent aux débutants de monter à leur rythme et de s'offrir une pause si nécessaire ! C'est notamment le cas, toujours avec ce prestataire, en Islande (1 800 € pour 8 jours, vol compris) ou en Estonie (1 650 € pour 8 jours, vol compris). Cavaliers du monde propose lui aussi une immersion dans un ranch américain où tous les niveaux sont acceptés, les débutants étant invités à s'initier sur place. Quant aux « Fileries méditerranéennes » de Cheval d'aventure, elles se jouent, au cœur de la Grèce, à tempo piano. Il n'y a guère que Caval Rando ou Voyage à cheval pour affirmer : « Pas de débutants dans nos rangs ! » Partant du même principe, l'accompagnateur non cavalier peut bénéficier d'une offre abondante pour occuper ses journées. Sans pour autant partager une passion commune pour le cheval, il devient alors possible de voyager en couple ou en famille, même si la plupart des agences proposent des évènements assez séduisants pour inciter à se mettre en selle. Certaines d'entre elles ont pris le parti de s'adapter à cette nouvelle clientèle en proposant des séjours qui couplent l'équitation à d'autres activités. C'est le cas en Jordanie ou au Maroc avec un trekking singulier qui comprend marche, escalade, visites et même mêlée à dos de dromadaire ! En Équateur, même principe pour les grands sportifs, avec une variante en YTT ou en Islande pour les marcheurs avec un cheval de bât. Ou encore golf en Italie, pirogue au Botswana ou pêche à la mouche aux États-Unis... Ils sont néanmoins quelques-uns à ne pas vouloir encourager ce parti pris, rester sur la niche du voyage équestre et en aucun cas devenir généraliste. Selon Rémy Pagnard, « notre enseigne s'appelle Agence du voyage à cheval et entend le rester ! »

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De l'art de se diversifier

Les partisans du tout équestre doivent également faire face aux assauts d'un nouveau concept : le voyage à thème. Un stage encadré par un champion de CSO en Afrique, équitation et pratique de la photo avec un photographe professionnel, coulisses d'un championnat de rodéo au Canada, équitation et flamenco, randos pour célibataires, Chevauchée avec un guesst ou pause bien-être avec yoga pour accéder au lâcher prise... Le voyage 100 %

équestre, avec l'horizon pour seul objectif, ne serait-il plus assez vendeur ? Selon Cavaligo, qui se définit comme organisateur de « Voyages inédits à cheval », « en proposant une thématique, on ouvre la rando à des clients plus passionnés qui pourront aller plus loin dans leur approche, mais aussi, à l'inverse, à des clients qui n'auraient peut-être pas signé sans ce petit plus, l'élément déclencheur. Par ailleurs, un thème commun permet aussi de créer un groupe plus homogène, ce qui participe indéniablement à la réussite d'un voyage. »

« Un thème commun permet de créer un groupe plus homogène, ce qui participe indéniablement à la réussite d'un voyage »

Les paysages insolites de l'Islande sont parfaits des destinations idéales pour découvrir une autre vision du cheval.

48 | le mensuel de tous les cavaliers | CHEVAL pratique | mai 2014

Dec 2014 - «Easy Breed»

The third article in Cheval Pratique places the Icelandic Horse in a group with the «10 easy breeds» in France ! The photos are from the visit of the journalists to Pur Cheval's stables in France



Equidia - French Horse TV



Equidia is a french television station dedicated to horses. Shareholders are Racing Company «PMU» and «France Galop».

Two channels «Equidia Life» and «Equidia Live» broadcast 24h/day races, sports, and documentaries about horses.

After more than 10 years, Equidia covers a **large target** of existing and potential riders; from **children to adults**, and **leisure riders to professional competitors**.

Equidia is one of the main riding medias reaching riders and their families.

Pur Cheval has supported 2 TV Programs :

- a trip to Iceland: Les trois Mousquetaires
- a program for kids: Sophie and Cie

«Les 3 Mousquetaires»



52' TV Program recorded in Iceland, Sept 2013, and showed in TV repeatedly from January to March 2014

10 french people (world champions in vaulting, sound engineers & cameramen) were hosted by Pur Cheval at Miðhraun, Snæfellsnes, provided with horses and riding equipments, as well as beautiful places to ride and film during 5 days.



Many people gave a helping hand in the planning and execution of the event and to them we say: THANK YOU !



«C'est Découverte»



Resulted as well in a special **TV show lasting 1h30** dedicated to Iceland.

Leisure riding «Les 3 Mousquetaires by Pur Cheval»
Sport riding «Landsmót reportage»



«Sophie & Cie»



30' TV Program «Sophie&Cie», oriented to kids and their families

The program has been showed several times on TV,
from April 2014 to December 2014

The Pur Cheval Team met up with Sophie and her friends,
who tried the tölt and listened to advices from the professionals.
Main message : Icelandic Horse is **fun for kids and parents together.**



Aug 2014 - A book for Kids

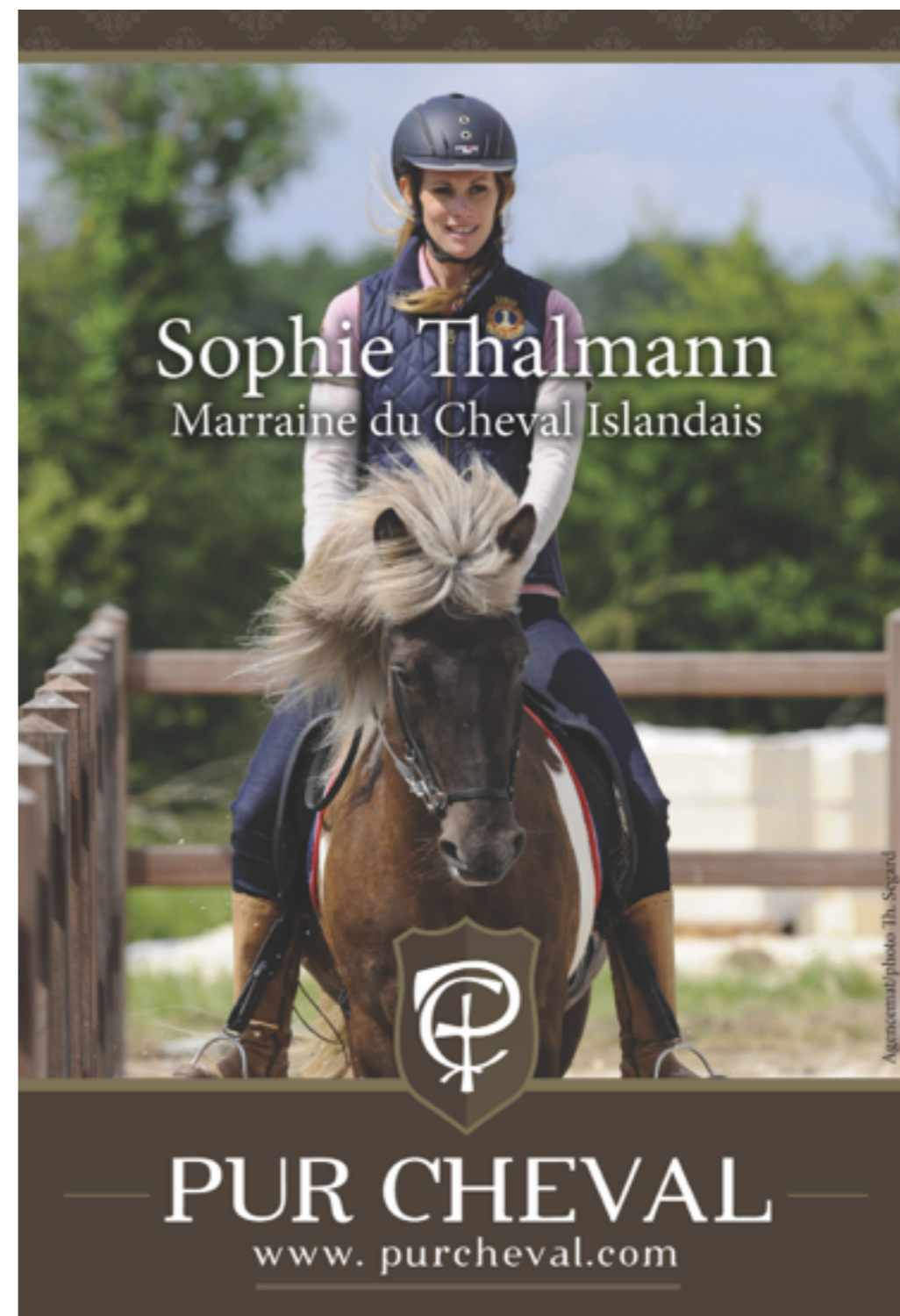
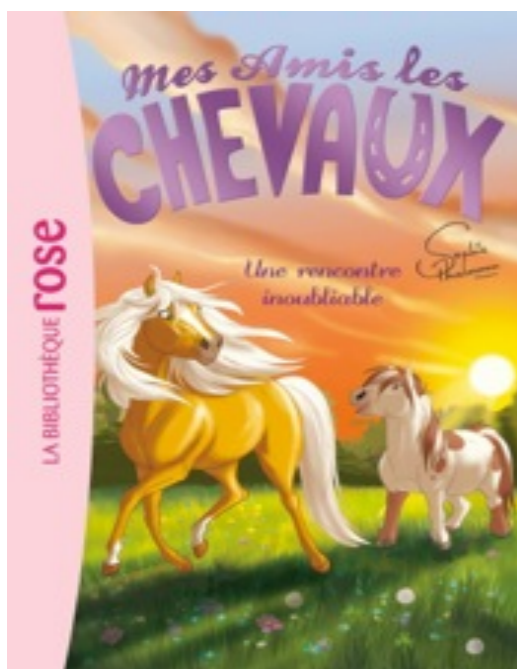
hachette
LIVRE

La
BIBLIOTHÈQUE
rose

Sophie Thalmann (leisure rider, Miss France and TV presenter at Equidia) has been **supporting the project** from the very beginning.

She has introduced one icelandic horse in her **riding book collection** for kids. Physical look, strengths, country, gaits...

Kids (from 8 years old) are now aware about the breed of «**ice and fire**»



Riding Schools & Clubs



PUR CHEVAL



Objective:
Bring the
Icelandic
Horse
directly to
the french
rider
and the
professional
riding market

Riding Schools & Club Program

Most of the existing 5000 icelandic horses in France are living on the East part of the country, at breeding- and riding farms.

Pur Cheval has bought **10 friendly and experienced riding horses** and **lent them out to riding clubs** in the western part and Paris region,



The aim: To bring the horse directly to the rider and give them opportunity to enjoy the horse and the gaits at a familiar place at the riding club!

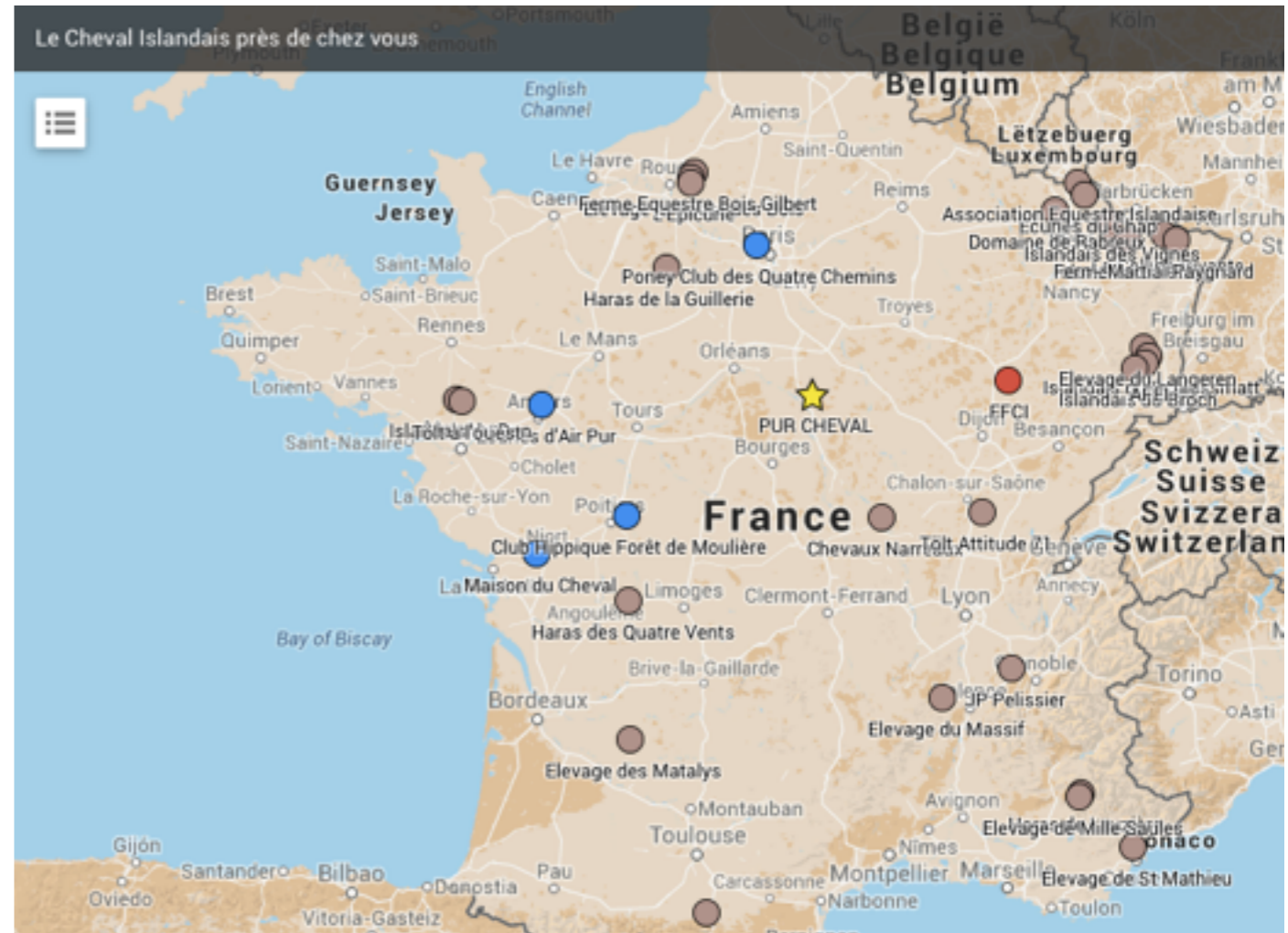


Riding Schools & Club Program

Pur Cheval mapped out the potential partners (West coast and Paris area), delivered horses and material and gave a short training session to stables managers and instructors.

Results so far:

- hundreds of riders have tried the tölt
- the clubs have familiarised themselves with a new breed
- the horse has proven to be very popular amongst the clients of the clubs.
- clubs have already added the Icelandic Horse into their ownership
- kids and adults are planning (or have already done) a trip to Iceland to experience the horse and the country.



- Existing Breeding Farms or riding Schools
- Pur Cheval partners

Demo & Promotional Events



PUR CHEVAL



Oct 2013 - Show on Racing Track



NR Dimanche
6 octobre 2013

vienne | actualité

sports et loisirs

Le cheval islandais va faire "tölt" à La Roche-Posay

Race méconnue en France, le cheval islandais dispose d'une allure, le "tölt", qui allie vitesse et confort pour le cavalier. A découvrir cet après-midi.

Après un coup de brosse, pas facile d'aligner Erpur (9 ans), Prati (8 ans) et la jument Drottning (13 ans) pour la photo. Pour les amadouer, Charlotte Rabouan, au milieu, murmure à l'oreille des nouveaux pensionnaires du Club Hippique de la Forêt de Moulère.

La jeune femme ne tarit pas d'éloge sur ce trio islandais. Première rencontre en avril et coup de foudre immédiat. « J'ai été conquise. Notre club, tourné vers la pédagogie, est toujours à la recherche de produits novateurs et le cheval islandais en fait partie. C'est la monture idéale pour toute la famille. »

« C'est la monture idéale pour toute la famille »

Chargée de sa promotion sur le territoire, la sociétaire de la Fédération française du cheval islandais vient d'enchaîner deux séjours en Islande pour la chaîne TV Equidia et le magazine Cheval Pratique. « Sophie Thalmann (1), qui tournait avec l'équipe d'Equidia, est également tombée sous le charme. »

Quels sont les atouts de ce « gros poney » ? « D'jà, il est très sociable, une caractéristique indispensable. Ensuite, et c'est le seul cheval ainsi, il possède cinq allures : le pas, le trot classique, plus le "tölt" et l'amble. » Le "tölt" ? « C'est une allure quatre temps. Le cheval a toujours un pied au sol et peut atteindre 30 km à l'heure. Le cavalier, qui garde toujours les fesses sur la selle, a une sensation de vitesse et de confort. » Cet été, lors des stages du club, Erpur, Prati et Drottning ont ravi leurs cavaliers. « Extrêmement porteur, le cheval islandais restez vous esmerer au

reste méconnu en France. » Et pourtant, il reste méconnu en France. « On recense 5.000 chevaux contre 70.000 en Allemagne. Je me donne 18 mois à deux ans pour le promouvoir en rencontrant les acteurs du marché français. »

Jean-François Rullie

(1) Écuyer France 1998, Sophie Thalmann est la compagne du crack-jockey Christophe Soumillon.

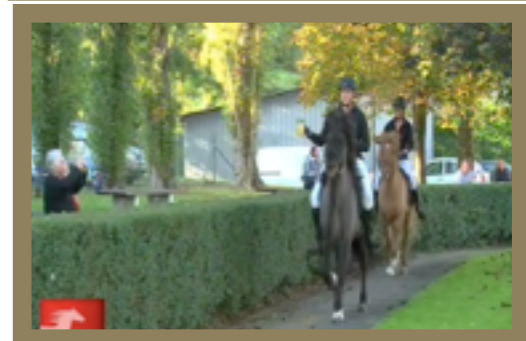
Aujourd'hui à partir de 14 h, sur l'hippodrome de La Roche-Posay.

Five riders and horses together on a **grass racing track** at the Hippodrome de la Gatinière:

Tölt show, pace races and 'beer' tölt on the presentation grounds.

Visitors enjoyed the show and the explanations.

Successful session started in the **local newspaper** and ended up with a **TV reportage on Equidia**



Dec 2013 - Paris Horse Show



The Paris Horse Show is a yearly celebration of the horse. This is the place to be for all horse lovers: meet the professionals welcome old and new customers and first and foremost **seduce new riders and introduce new 'products'**

There are 450 exhibitors, 1800 horses, shows, competitions, entertainment, riding travels, trade sales etc.

The 2013 Edition welcomed more than **142.000 visitors !**



250 visitors tried the tölt

Pur Cheval had a daily demo with professional riders, and after the visitors could **try the tölt on the main paddock!**

Enjoying such nice and easy horses, discussing about the breed, the gaits, their home country... Icelandic Horses were a big attraction and **touched the heart of many visitors!**



Photo Studio

Pur Cheval put up a professional Photo Studio at the stand. Around 500 visitors mounted our horses and got a photo for free to share on Facebook

The goal was to:

- **Entertain the visitors** and inform them about the breed
- Show how **relaxed and kind** the horse is
- **Open the minds of adult riders**; the horse can fit them as well
- Way to use **facebook as a marketing tool**



Paris' Success Story

The Icelandic Horse was a success at the Paris Horse Show:

- The visitors enjoyed it and gave us a great feedback at the show and through social media for the weeks and months to come.
- The official staff and organisers of the show recognised our promotional and entertainment efforts and gave the **1st Price for «Best Exhibition Stand» to Pur Cheval**
- As a result the organisation felt very confident with the icelandic horse and invited Pur Cheval for next edition 2014 where the Icelandic Horse is the **Breed of Honor 2014**



Oct 2014 - Mondial Lion Angers



This World Championship Event for Young Horses takes place every year, and welcomes **around 40.000 visitors**.

Pur Cheval riders showed **gaits in different tempo, fun training with quad bike,** and a **carousel** on the main paddock.

Tölt received a warm welcome by visitors and organisers alike.

Even some of the French National Team riders took part in a round tölt holding a full can of beer,... a well received entertainment for the audience!



Oct 2014 - Mondial Lion Angers



After this demo, Pur Cheval's Partners (riding schools) received an increased interest and demands.

New riders tried the tölt and some are already looking to buy a horse.



Next Steps and conclusion

Next steps

PARIS HORSE SHOW 2014

Pur Cheval is presenting the Icelandic Horse again at the Paris Horse Show in beginning December

This time the horse is being presented as:
Breed of Honor 2014.

On the show we will offer:

*demos and tölt's try outs
photoshoots and TV presentations
information on the breed
competition show*



Results & conclusions

18 MONTHS OF PROMOTION

After 18 months of promotion in France, it is too soon to judge how successful this marketing effort has been in terms of sales of horses. However the team is extremely satisfied with the unexpected attention received by the media and organisers of shows and events.

The Pur Cheval Team is also amazed by the warm welcome and positive feedback received from french horse lovers as well as the audience of shows and events. The results are way over our expectations and we are positive that the awareness of the Icelandic Horse amongst french riders, has risen a great deal.



Results and Conclusions

18 MONTHS OF PROMOTION

Even traditional jumping riders who are probably the most difficult to reach, have approached us and shown interest about the Icelandic breed, but the jumpers have been the most difficult riders to reach. They are on the other hand quite important to target, whereas jumping is the most popular form of sports horse riding in France. That explains partly why it has been so difficult to promote the horse here in France.



Results & conclusions

18 MONTHS OF PROMOTION (cont)

The existing community around the Icelandic Horse (riders, owners and breeders), have shown this effort a great interest and have been eager in taking part in shows and other events. It's been very encouraging to the Pur Cheval team and a pleasure to be a part of this community of positive and open minded people. We are greatly thankful for all their assistance.

The gaits (tölt and pace) of the Icelandic Horse are still a mystery for most french riders. They are not able to recognise them and explain to others.

Therefore the teaching of the Icelandic riding technics is of a vital importance. Only when we have an extensive net of instructors and qualified teachers in the icelandic riding, the french will be able to enjoy the horse to its utmost. It is an important issue to tackle for the future.



Results & conclusions

18 MONTHS OF PROMOTION

18 months is not a long time for a change in a country with such deeply rooted tradition around the horse riding. Hopefully we will be seeing some change in concrete numbers of sales in the coming months and years.

When we focus on specific areas, we can point to some very successful examples :

- The breed has gone from relatively unknown breed at the Paris Horse Show to being chosen the **Breed of Honor 2014** with a follow up coverage on their website www.salon-cheval.com
- The Icelandic Horse is furthermore presented on the website of Paris Horse Show as '**one of 5 good reasons**' for visiting the Paris Horse Show this year.
- Major riding Magazine presents the Icelandic Horse as a **familiar and easy breed**
- Two of our Riding Club Partners have now an **Icelandic Riding Section** with close to **20 horses** together and they are planning to extend it to 30 by 2016.



Results & conclusions

18 MONTHS OF PROMOTION

The Paris Horse Show will be the last official program team organises as a part of this marketing effort on behalf of Pur Cheval. However, Pur Cheval will continue to support and preserve the contacts and the partners gained through this effort and we are happy to share it with all interested. We are also happy to continue to advice and help our new community of riders whenever they need. We will continue to take part in competitions and shows and try our best to keep the knowledge of the Icelandic Horse in France growing.



We continue to be great believers that the Icelandic Horse has a lot to offer to the french people !

Be original like your horse





PUR CHEVAL



LES CINQ ALLURES DE L'ISLANDAIS

SOYEZ ORIGINAL COMME VOTRE CHEVAL !

www.purcheval.com