



Victorian Caravan & Camping Supershow

Caravan Industry Victoria





Victorian Caravan and Camping Supershow

Building a leadership position for a major industry event.

Demonstrates

- Expertise in event marketing
- Campaign ROI
- Ability to maintain customer numbers in a softening economy
- A highly innovative and effective creative approach
- The creation of a branded marketing property
- Ability to develop a cost-efficient, high-impact campaigns

The challenge

The Victorian Caravan and Camping Supershow is the flagship industry event for Victoria, attracting more exhibitors and visitors than any other show.

Cementing that leadership position required us to showcase the distinct appeal and evolved experiences promised by the 2025 event.

This is vital, given that up to 40% of industry sales are instigated at CIV events.

Our objective was to sustain attendance levels at or close to record post-COVID attendances.



19 - 23 FEBRUARY | MELBOURNE SHOWGROUNDS



Victorian Caravan and Camping Supershow

Our approach

Recognising the increasingly diverse attractions of the Victorian Caravan and Camping Supershow, DPR&Co developed a creative concept centred on the simple mnemonic device – an ampersand reflecting the power of the word “and.”

The creation of a 2 metre tall physical ampersand enabled us to establish a visual anchor for the campaign, reinforcing the “more, bigger, and better” promise of the event.

The campaign targeted individuals aged 40+, with a focus on a tradie-skewed audience who are vital participants in the industry.

A multi-channel approach was employed to maximise reach and engagement in line with the target audience habits:

- Free-to-air (FTA) television and broadcast video on demand (BVOD)
- Digital advertising
- Radio spots
- Social media platforms

Deliverables included:

- **TV Commercials and Online Video Ads (OLVs):** A mix of 15-second and 30-second spots highlighting the wide array of attractions and experiences.
- **Radio:** High-energy messages broadcast across radio networks to resonate with target demographics.



The 2025 Victorian Caravan and Camping Supershow



Online video - The Victorian Caravan and Camping Supershow TVC/OLV
<https://vimeo.com/1048458727?share=copy#t=0>



Victorian Caravan and Camping Supershow

The result

In the highly competitive summer recreational event market, CIV's Victorian Caravan and Camping Supershow saw attendance figures within 2% of the record attendances immediately after the pandemic lockdowns.

Through an innovative concept, targeted messaging, and a multi-channel media approach, DPR&Co ensured that CIV could maintain its reputation as the industry peak body and event holder for the caravan and camping industry in Victoria.

| | |
|---------------------------|--|
| Client | Caravan Industry Association |
| Product | 2025 Victorian Caravan and Camping Supershow |
| Audience | Students and parents, career advisors and teachers |
| Channels | Free-to-air (FTA) television and broadcast video on demand (BVOD), digital advertising, print media, radio spots and social media. |
| Deliverables | Brand strategy, 4 x 15 sec TVC/OLVs/ radio spots, plus 3 x 30 sec TVC/OLVs/radio spots, numerous print, digital and social expressions. |
| From brief to live | 8 weeks |
| Performance | The Caravan Industry Association campaign has been well received by stakeholders and successfully differentiated the Victorian Caravan and Camping Supershow from competitor events. |

