



# Victorian Caravan, Camping and Touring Supershow





# Victorian Caravan, Camping and Touring Supershow

Demonstrates.

- Expertise in event marketing
- Campaign ROI
- Growth in customer numbers and value
- A highly innovative and effective approach
- The creation of a branded marketing property

The challenge.

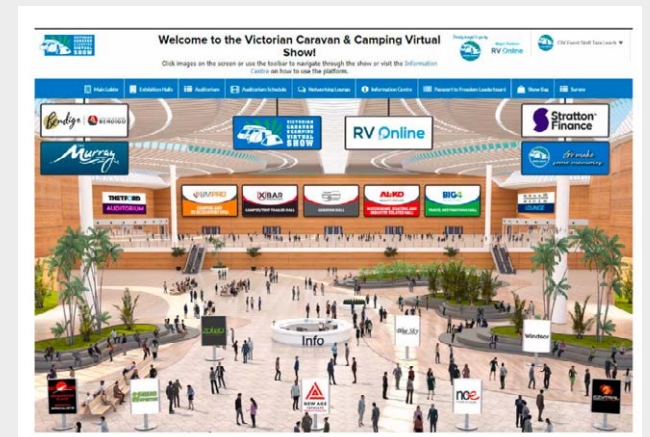
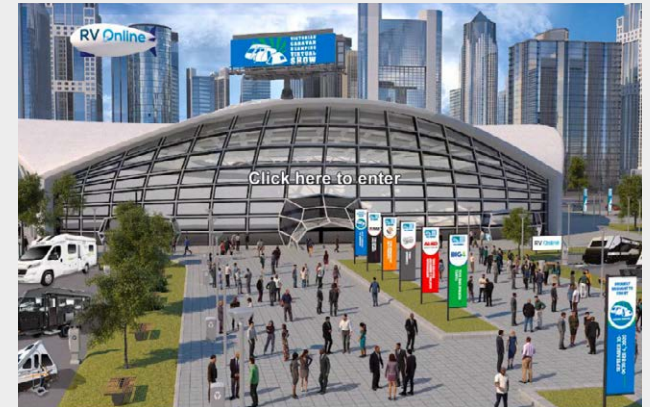
The peak body for the Victorian caravan industry, CIV is a powerful advocate for its members – support that was more important than ever during the COVID second wave.

With a physical show being impossible to stage, DPR&Co worked with CIV to promote the Caravan and Camping Virtual Show.

The resulting Get Outta Here campaign was a resounding success with almost 70,000 unique online guests.

With lockdown rules relaxed in early 2021, hopes were high among CIV members for a successful Caravan and Camping Super Show series of events.

Simply put, failure was not an option.



The 2020 Caravan and Camping Virtual Supershow.



Online video - 2020 Caravan and Camping Virtual Show TVC/OLV  
<https://vimeo.com/455701230>



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Our response.

Reflecting the community sentiment around the lifting of domestic COVID travel restrictions, the 2021 campaign built the fun and engaging campaign narrative of the previous year.

Strong media support and careful channel planning saw the campaign play 'above its weight' in terms of reach and frequency across digital, free-to-air, BVOD, radio and social media.





Caravan, Camping and Touring Supershow TVC/OLV  
<https://vimeo.com/552234218>



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The result.

38,000 people attended the Melbourne event over 4 days, delivering record in-show sales of caravans and accessories. The campaign also achieved 13,000 downloads of CIV's newly launched show app (exhibitor list, show map, visitors guide, push notifications and Passport to Freedom entry) and 10,000 Passport to Freedom competition entries

<b>Client</b>	Caravan Industry Association
<b>Product</b>	2021 Victorian Caravan, Camping and Touring Supershow
<b>Audience</b>	Melbourne: all people 35+ skewed male
<b>Channels</b>	Radio with program integration, BVOD, YouTube, social, performance media
<b>Deliverables</b>	15 second OLV, 30 and 15 second radio, social, digital display
<b>From brief to live</b>	10 weeks
<b>Performance</b>	Record show attendance. Record sales.

