

Go

**break
your
routine.**

Go by Camper.



maui



mighty
CAMPERS

#GoByCamper



WHAT IS GO BY CAMPER?

Go By Camper represents what a campervan experience should be. It's all about realising our roadtripping and campervanning dreams. We've broken Go By Camper down into five key values.



ROAM FREE

Go where your mood takes you.



ROOM WITH A VIEW

You control your outlook.



BE SOCIAL

Embrace camping culture.



ALLOW FOR SURPRISES

Be ready for the unexpected.



CONNECT WITH NATURE

Get back to basics.

WHAT WE WANT TO DO?

- Build trust in our brands and adventurous camper holidays
- Grow the campervan category – it's a small blip in the world of travel, we want to change that
 - Reach new audiences – we want to share our story with the world, we want them to fall in love and get inspired to go on a camper holiday
- Work with like-minded influencers and content generators to help us achieve our goals and spread the love/good cheer – to amplify our message

WHO ARE WE TARGETING?



AUTHENTIC EXPERIENCES

Mature Couples 40+
Flexibility
Control
Spontaneity
Local Experiences

maui



CULTURAL EXPLORERS

Families 30+ with kids
Flexibility
Control
Spontaneity
New Experiences



FREE SPIRITS

Young Couples 25+ no kids
Quality
Social Interaction
Spontaneity
New Experiences

mighty
CAMPERS

WITH WHAT KIND OF CONTENT?

• 4WD/Adventure Holidays

We want to open their world to 4WD adventure travel and show how they can become experts too. We can experience these holidays and then instruct, inform and show them how easy it is.

• Camper Traveller Tips & Hints

A lot of travellers have never driven a camper before, so we'll need to help them prepare and plan their ideal holiday by giving them great advice and insights.

• Campervan Insider Tips

Share your unique campervan experiences – what vehicle did you take, what's the greatest thing about it? Was it the chairs and table or outside bbq? How was your experience picking up the vehicle? You become the product expert and share your knowledge about how great it is to go by camper.

• Authentic Experiences

You'll experience all sorts of beautiful places and moments when you're campervanning: winery havens, cycling trails, local experiences, activities and hidden gems.

Let's tell the world about them.

POST EXAMPLES



What we love about it! ❤️

Captures the freedom and flexibility of a camper holiday. It gives a feeling of discovery by taking a road less travelled and leaves you wondering, where to next?



What we love about it! ❤️

The relaxed holiday feel you get from looking at this picture, that makes you want to be in her shoes/ flip-flops – look how the camper is your view to the world around you.



What we love about it! ❤️

Wake up to a room with a view. This shot beautifully portrays a sense of romance and wanderlust. You can imagine how she feels sitting there watching the sun set, and you can imagine yourself sharing that same moment with the ones who matter most.



What we love about it! ❤️

The sense of adventure. Reconnecting with each other and the environment. The shot is fun, creative and it makes you wonder – what is out there? Your camper is really like your home away from home – bring it all with you!



What we love about it! ❤️

Break your routine and enjoy a beautiful winery havens experience. The image encourages you to change your outlook, discover more, connect with your loved ones and become fully immersed in the camper experience and environment around you.



What we love about it! ❤️

The fun and adventure of connecting with family and friends when out on the open road. The roam free nature of the shot makes you want to take the road less travelled to discover your new favourite places.



What we love about it! ❤️

The fun family adventures that can be had inside the camper. Enjoying the home on wheels. Room with a view!



What we love about it! ❤️

Dreamy, reflection, taking in the view – just taking a moment.



What we love about it! ❤️

Going by camper allows you the freedom to explore. The image shows the unique outlooks that can be captured while on a camper holiday – the beautiful landscapes, sunrises and sunsets that take your breath away.

What's in it for us?

- A new point of view:
Campervans are for everybody; we want to see all types of people in ours
- Exposure to a new audience:
There are millions of people out there who would love a campervan holiday, not all of them read Caravan Monthly
- Rich content:
We couldn't create genuine and varied content without genuine and varied people.
- Amplification of our message:
We want people with loud voices talking about Campervanning
- Widening of our network:
We're always keen to make new friends

What do you look like?

You're fun, adventurous, outgoing and resourceful. You embody the spirit of the Go By Camper movement. The idea of being handed the keys to a campervan and seeing where you end up gets you excited. The sight of a roadmap gets your spirit of adventure revved up.

You already like the outdoors, you live for discovering nooks and crannies. You love to experience new places like a local. You have a wide network reach – via social, online channels or print publications. We want your point of view about camper holiday experiences amplified.

Exposure/reach

This works both ways. We want our social media followers to connect with you, we want them to see how you 'go by camper'. We want them to experience every meal, every spontaneous detour and every magical moment you have on the road. We also want your followers to see our brand, we want them to imagine themselves 'going by camper'? We want to get exposure in new channels – it could be a magazine about food, it could be a website about travel images, we just want our message shared.



How does it/could it work?

In a nutshell we simply want you to have a great time. However, if a campervanner has a great time in the woods and no one hears about it, did it really happen? We would love for you to blog, Instagram, Tweet and status update your heart out. We want to see and hear your thoughts before, during and after the trip. We want to work with you on where you will go, what you will do and generally ensure there is clarity of purpose! Here's a rundown of the type of content we are looking for and how it could be structured - we're also happy to discuss your ideas as part of the collaborative process.

PRE TRIP

Introduce you to our social audience via a quick bio/profile – could be a video, interview etc

IN TRIP

Facebook posts per day
Twitter posts per day
Instagram posts/videos per day
Instagram stories
High res images
Videos
Blog articles
Meet and greet locals along the way – share their story

POST TRIP

Blog articles
Diary/journal content
Road trip content
Customer Stories – describe your road trip, vehicle highlights, tips etc.

What does a Go By Camper post look/sound/read like?

Whether we're talking about an Instagram post, story, a status update, a video, live feed, or a blog article we want to paint the campervanning experience as something inspiring, interesting and filled with adventure. We're not going to tell you which 'filter' to use or how to edit video; we want to see how your personality and style ties in with our brands. We want to see your take on the world and want to see where you go. We've provided some examples of shots we love, you'll notice that they celebrate the experience, the view, the people and the fun. We want to educate and highlight the benefits of a camper roadtrip.

Awesome. What next?

If this sounds like a journey you'd like to take then get back in touch.

Tell us more about yourself and your audience/follower profile, the publications and channels you may have access to but most importantly your ideas as to how we can collaborate and get more people going by camper!

SOCIALISING IS FUN!

If it's your first time in a camper, it can seem quite daunting at first. Not sure how or where to plug in for the night? Your neighbours at the camper van park will only be too happy to help you. They'll also be able to tell you some great spots to visit. It's easy to see why this is such a popular and addictive past-time. You're bound to walk away from your holiday with lots of new Facebook friends!

OUR BRAND VALUES AND KEY WORDS:

- Knowledgeable (campervanners for life)
- Live every day (quit existing, start living)
- Involvement is enjoyment (sweat on the brow, smile on the face)
 - Generosity (fill that cup)
 - Equality (all for one and one for all)
- Understanding (being comfy on the road)
- Encourage (foster the spirit of freedom!)
- Dream (create your own story)
- Experience (immerse and try something new)
- Like a local (discover for yourself what's around the corner)

GET SOCIAL



Britz Campervans
Maui Motorhomes
Mighty Cars & Campers
Go By Camper



@Britzcampervans
@Mightycampers
@Gobycamper
@mauimotorhomes



@Britzcampervans
@MauiRentals
@MightyCampers
@GoByCamper



Britz Campervan,
4WD & Car Rentals
Maui Motorhomes
Mighty Campers
Go By Camper



Britz Campervan,
4WD & Car Rentals
Maui Motorhomes
Mighty Campers
Go By Camper

#GoByCamper