

Go RVing

National Campaign Fact Sheet

Campaign Goals

- To maintain or increase the RV and campground industry's share of the discretionary dollars of consumers aged 30-64, including the vast "baby boomer" generation, through a major advertising and marketing communications campaign that promotes the benefit of RV travel for families with children and active empty nesters.
- To attract past owners back into the RV market.
- To keep current and new owners satisfied with their investment by working as an industry to maximize RV quality and service.

Campaign Elements

- "Go Affordably. Go RVing" is the theme of the \$8.25 million campaign that launches on TV in February 2010 and continues through December 2010. The "Go Affordably. Go RVing" message was added to the print ads in 2009.
- The 2010 campaign consists of four television commercials; six full-page print ads with adjoining one-third column; seven partial page ads; and three online ads.
- The ads promote an interactive website, **GoRVing.com**, for consumers to learn more about RV camping and travel and download free streaming video with information about RV travel and ownership.
- "You Are Here" the Go RVing blog, is a family travel journal written by author Brad Herzog. Regularly updated with travel ideas and tips, the blog supports the ads by keeping suggestions for family RV excursions fresh in the minds of consumers. Readers can subscribe to the blog from the GoRVing.com website.

2010 Media Plan

- Go RVing's new "Ambassadors of Affordability" animated TV spots will air nationally January through November on the following:

<i>NBC/CNBC/MSNBC/USA Winter Olympics Coverage</i>	<i>History's "American Pickers" & "Modern Marvels" Programs</i>
<i>Universal Sports Sporting Events Coverage</i>	<i>The Travel Channel National Parks Week</i>
<i>ESPN Professional Bowlers Association (PBA) Tour</i>	<i>SPEED Channel NASCAR Programming</i>
<i>ESPN Triple Crown Horse Racing's Programming</i>	<i>FOX Sports Net Major League Baseball</i>
<i>ESPN XTreme Bulls Tour</i>	

- TV spots will also air in 26 baseball stadiums from April through June with an option to "text Go RVing for a free video."
- Go RVing will have Court-Side Signage during 29 regular-season NCAA basketball games and 118 postseason tournament games telecast on ABC, ESPN and ESPN2.
- The TV spots will also run nationally March through November on cable networks such as:

<i>Discovery Channel</i>	<i>HGTV</i>	<i>TiVo</i>	<i>TNT</i>
<i>DIY Network</i>	<i>Planet Green</i>	<i>TBS</i>	<i>The Weather Channel</i>
<i>Food Network</i>	<i>Resort & Residence</i>	<i>TLC</i>	<i>USA</i>

- The print ads will be featured February through October in these national and regional publications:

<i>American Park Network</i>	<i>Family Circle</i>	<i>Midwest Living</i>	<i>Southern Living</i>
<i>Arthur Frommer's Budget Travel</i>	<i>Family Fun</i>	<i>National Geographic Adventure</i>	<i>Super Bowl Souvenir Program</i>
<i>Better Homes & Gardens</i>	<i>Good Housekeeping</i>	<i>Scholastic's Parent & Child</i>	
<i>Coastal Living</i>	<i>The History Channel Magazine</i>	<i>Sherman's Travel</i>	

- Go RVing ads or keywords will be featured July through November on these websites and online networks: **History.com, BudgetTravel.com, LHJ.com, BHG.com, National Geographic, WeatherBug, Sherman's Travel, Dogtime.com, Google and Yahoo.**

Social Media

- Go RVing reaches target demographic groups through cost-effective social media forums including Facebook, Twitter, YouTube and Flickr.
- Since launching a Facebook page in 2009, Go RVing's fan page has been viewed in excess of 100,000 times.

Campaign Recap

- The campaign is sponsored by the Go RVing Coalition, which consists of RV manufacturers, component suppliers, dealers and campgrounds.
- The Phase I Go RVing "**Recreation Vehicles, Wherever you go, you're always at home**" campaign debuted in February 1997. The campaign generated approximately 2 billion impressions over three years from three TV and five print ads.
- The Phase II "**Go RVing. Life's A Trip**" campaign ran from January 2000 through November 2002. The four TV spots, five print ads and three web banners generated 4.6 billion impressions over three years.
- The Phase III "**Pursue Your Passions. Go RVing**" campaign ran from February 2003 to November 2005. The five TV spots, six print ads including a small space ad and Business Reply Cards, three radio spots and seven web ads generated 6.4 billion impressions, 6.2 million web visits and approximately 500,000 consumer leads.
- The Phase IV "**What Will You Discover. Go RVing**" campaign ran from February 2006 to December 2009; Beginning in February 2009, six Phase IV print ads carried the supplemental message of "**Go Affordably. Go RVing.**" and in February 2010, three new "**Go Affordably. Go RVing.**" themed TV ads and a retooled interactive website were launched.
- The Go RVing campaign has received many prestigious advertising awards including nine **Addy Awards**, seven **Adrian Awards**, three **DFW EIMA Awards (Excellence in Interactive Marketing Awards)**, **MerComm's Astrid Grand Award**, **Galaxy Grand Award** and **HSMAI Gold Award**.

RV Dealer and Campground Involvement

- Consumers may log onto GoRVing.com to find the names and addresses of Go RVing dealers and campgrounds across the country that are specially tuned in to the needs of first time buyers.
- **Over 3,000 RV dealer locations have become Go RVing dealers by agreeing to pay special attention to first-time buyer prospects in return for having their names and addresses listed on the GoRVing.com website.** Dealers are also eligible to purchase a tie-in promotional package, featuring valuable consumer leads and a marketing toolbox, which includes an online local ad builder and image library.
- Over 700 campgrounds and RV parks have become Go RVing participants and are linked to GoRVing.com.

Campaign Funding

- The campaign is being predominantly funded by mandatory assessments on all new units built by **Recreation Vehicle Industry Association (RVIA)** manufacturer members. Folding camping trailer and truck camper manufacturers are assessed at \$46/unit, travel trailer and fifth wheel manufacturers are assessed at \$61/unit and motorhome manufacturers pay \$74 per unit built. There is also a 10% assessment on RVIA supplier/associate member dues and a \$350 surcharge on all supplier/associate booths at RVIA's National RV Trade Show in Louisville, Ky.
- Members of RVIA and other industry organizations are also making supplemental contributions in response to the association's "**Go the Extra Mile**" program. For their support, participating organizations receive various levels of recognition benefits based on their donor category and the amount of their voluntary contributions.
- **Recreation Vehicle Dealers Association (RVDA)** is contributing additional dollars through proceeds from the sale of Go RVing promotional materials to dealers and show promoters while broadening the reach of the campaign.
- **The National Association of RV Parks and Campgrounds (ARVC)** contributes to the Go RVing initiative through donations from individual campgrounds, based on a percentage of their annual revenues.