

CIVD wins German Brand Award

Caravanning industry association receives award for image campaign

Frankfurt, 18 June 2020

The caravanning industry association CIVD has been awarded the German Brand Award 2020 in the category "Excellent Brand – Non-Governmental Organization". With this prestigious award, the German Design Council honours the cross-media image campaign with which the industry association promotes the caravanning holiday form. The campaign was developed and implemented with the Frankfurt-based agencies huth+wenzel and Herren der Schöpfung.

Great jubilation in Frankfurt: The caravanning industry association CIVD has won the German Brand Award 2020 in the category "Excellent Brand – Non-Governmental Organization". The German Design Council awards the renowned prize to honour the best achievements in brand management and its effectiveness. With 1,200 submissions from 14 countries, the German Brand Award was again able to achieve a great international resonance in 2020. The jury of independent, interdisciplinary experts honoured the image campaign "Caravanning. It's your time.", with which the CIVD advertises the holiday form of caravanning. "It is with pride and great pleasure that we accept the German Brand Award as recognition of our work," says Daniel Onggowinarso, Managing Director of the industry association, which has been representing the manufacturers of motor caravans and caravans, their suppliers and other organisations in the industry for almost 60 years. "Holiday with motor caravan or caravan stands for individual and self-determined travel. The fact that more and more people are becoming aware of this and that caravanning has experienced a positive image change, especially among younger target groups, is not least due to our successful marketing activities," Onggowinarso explains.

"You can do anything. But you don't have to" – campaign shows the uniqueness and multi-faceted nature of caravanning

With the image campaign, the caravanning industry wants to strengthen the positive perception of this form of holiday and encourage even more people to discover holidays with motor caravans and caravans for themselves. In addition to the classic target groups – couples over 50 travelling alone and families – young active holidaymakers are being targeted for the first time with specific advertising material. The CIVD Committee for Public Relations developed an agency briefing that focused strongly on emotionality and authenticity. In the pitch, the concept of the Frankfurt-based creative agency huth+wenzel was the most convincing, beating three renowned competitors. The campaign presents unique holiday experiences that are only possible with a leisure vehicle. Sympathetic and genuine actors take the viewers on an individual journey through impressive and varied landscapes and experience unforgettable moments – from adventure to relaxation. In this way, the multifaceted nature of the holiday form is captured. "You can do anything. But you don't have to." summarizes the unique selling point of caravanning – the ability to arrange your holiday flexibly and self-determined", says Andreas Liehr, managing director of huth+wenzel.

TV brings coverage, young target groups are reached digitally

Because of its high reach, television is the best medium to achieve the greatest possible attention among caravanning-affine target groups. Premium TV formats such as news and sports on the public broadcasters and high-quality entertainment and family formats on the private channels are covered. The TV spots lead to the info portal caravanning-info.de. With exciting videos and travel reports, it offers inspiration and also offers newcomers comprehensive tips and information for their first trip. Anyone wanting to try out caravanning can find dealers and rental companies in their vicinity with just a few clicks, as well as all the information about caravanning trade fairs. The advertising campaign is also staged in an eye-catching and authentic way on Facebook, Youtube and Instagram. The digital communication is rounded off by newsletters and online advertising, which particularly addresses all those who cannot be reached via classic television. The agency

Herren der Schöpfung from Frankfurt is responsible for all digital measures. "In order to awaken the feeling of freedom of caravanning online as well, we have re-thought the digital channels and the brand image from the ground up: away from the pure holiday form towards a modern lifestyle that invites people to experience it for themselves across channels," says Sebastian Kraus, Executive Creative Director of Herren der Schöpfung.

Successful cooperation to be continued – new campaign in the starting blocks

Marc Dreckmeier, Director Marketing & PR at CIVD, emphasizes the constructive cooperation between the agencies and the customer: "Great praise to our Agency partners and all people involved – from director Felipe Ascacibar to the actors and camera assistants – for the excellent result". For the CIVD it is therefore only logical to continue to rely on the well-rehearsed team. The current campaign is still running, but the concept for a new one is already in the drawer. "Even the best advertising needs fresh impulses regularly. The German Brand Award is an additional incentive for us to further develop the successful measures and to take our communication to the next level," says Dreckmeier.

For further information about caravanning, please visit our web sites:

caravanning-info.de or www.civd.de, where there are also photos available for downloading.

Press contact:

Marc Dreckmeier
Director Marketing & PR
Caravanning Industrie Verband e.V. (CIVD)
Hamburger Allee 14
60486 Frankfurt am Main
Germany
Phone: +49 69 704039-18
marc.dreckmeier@civd.de

Press contact:

Daniel Rätz
Marketing & PR Manager
Caravanning Industrie Verband e.V. (CIVD)
Hamburger Allee 14
60486 Frankfurt am Main
Germany
Phone: +49 69-704039-28
daniel.raetz@civd.de

About Caravanning Industrie Verband e. V.

Caravanning Industrie Verband (CIVD) is the trade association for the industrial arm of the German caravanning sector. Our members include German and European caravan and motor caravan manufacturers, numerous caravan and motor caravan supply vendors and service providers, as well as public institutions and associations. Founded in 1962, CIVD represents the interests of the German caravanning industry for all matters of concern to its members, through lobbying and other communication measures directed at German and European political institutions and government authorities. The CIVD is also the ideal sponsor for CARAVAN SALON,

the world's largest caravanning industry trade show. In this capacity CIVD plays a pivotal role in promoting the progress and development of the European caravanning industry.