

## Velocity7: Airstream Case Study

### Best Practices:

#### Integrated Marketing

Velocity7 integrates branding, print, web, advertising and public relations. Integrated efforts allow maximum brand unity and efficiencies through repurposing of materials. A deep awareness of Airstream and its activities assists in identifying marketing and public relations opportunities.

#### Award-winning Print Design, Collateral

Velocity7 is responsible for creating a wide range of product literature and marketing materials for Airstream. Consistently striking a balance between form and function, Velocity7 produces well-designed communication projects that support Airstream's immediate objectives: full line product brochures and advertisements for national publications and trade journals.

#### Design and Management of Airstream.com

Airstream.com serves as a central hub for product information and news. This complex, multi-level website with products, CRM components, and user-friendly features supports the Airstream lifestyle. Audience involvement and interaction are keys to www.airstream.com's success.

**“Excellent. Nuff said.”**

*Dicky Riegel, Group President, Thor Industries, Inc. (Airstream's parent company)*

#### Corporate Identity

Velocity7 refreshed Airstream's Corporate logo and stationery to give a contemporary feel to this historic brand and created the distinctive logo for Airstream's 75th Anniversary.

#### Creation of 52 Weekends.com for Daimler Chrysler/Airstream Partnership

This market-specific website was designed to target family travelers by providing interactive content and impressive product information.

<http://www.52weekends.com>

#### Creation of Database-driven Airstream Dealer websites

Velocity7 created an automated system for publishing branded websites for each Airstream dealer. Dealer-website features include real-time inventory listings, multiple customer contact points, online quotes, personal tour requests, product features, window stickers, and lead generation reporting.

#### Creation of Airstream Airport Dealer Extranet

Supporting Airstream Dealers with an information distribution and communication source, the Dealer Extranet is a web portal for Airstream dealers. The extranet opens communication channels from dealers to corporate communications and manages dealer profiles, technical document library, suggestion box, e-commerce, warranty activation, and ad-ready image library.

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### Product Branding and Badging

Velocity7 has been instrumental in helping Airstream launch new recreational vehicle products. Examples of Velocity7 branding projects include naming and badging of the Basecamp and 75<sup>th</sup> Anniversary Edition Travel Trailers, Interstate Touring Coach, badging for the SkyDeck, and creation of special logos for the Capetown-to-Cairo Anniversary tour, and the 50th anniversary of the Wally Byam Caravan Club International.

### Public Relations Opportunities

Special events, such as the release of a new product or media event, create an interesting, newsworthy approach for multi-media campaigns. A strong campaign is key in getting wide media coverage. Aligning the event/initiative with multiple simultaneous online, print, and media resources increases audience exposure and allows for viral marketing.

### Awards

- 2006 Webby's Honorable mention, primary website, airstream.com
- 2006 Summit International Communications, Silver Award, online media center
- 2005 Web Awards, product launch lifestyle website, 52weekends.com
- 2005 Sacramento Advertising Club, Gold Award, product literature
- 2004 Sacramento Advertising Club, Silver Award, product literature