

Go RVing.

ANNUAL REPORT 2020





New Challenges. New Agencies. New Campaign.

If our crystal ball had shown us what 2020 would bring, we probably would not have launched two simultaneous agency searches. First, a global pandemic which left us no choice but to add phrases like #stayhome and #flattenthecurve to our daily vocabulary. Next, social/civil unrest in cities across the U.S. made us take pause to be sure that diversity, equity and inclusion is deeply rooted in all we do, who we are, and what we portray as a brand. And finally, we found ourselves pausing again after one of the most contentious election seasons in modern U.S. history and the uncertainty of what lies ahead for the economy and the manufacturing and travel industries.

But 2020 also proved to be the right time to introduce Americans to the idea of RVing and the perfect time to launch a new campaign with a completely different look and feel. The onset of the pandemic set our pace for the year – virtual reality. Instead of meeting in person, we selected our new ad agency via zoom, created the campaign from home offices and kitchen tables in Northern Virginia, Chicago and Detroit, and forged an incredibly strong working relationship each step of the way.

Ultimately FCB-Chicago stood out for their creativity, passion and unique point of view. Their campaign was bold and energized which is the direction the Go RVing team wants to take the program. FCB demonstrated an ability to re-position brand messaging and came to the presentation with a plan to re-direct the campaign focus for right now in a three-phase plan leading up to their creative campaign ideas. They showed great agility in getting things produced efficiently and creatively and utilized data analytics to drive their recommendations – data driven decisions was a must-have strength for the Go RVing staff.

The selection and on-boarding processes were condensed significantly, and a campaign launched in record time. We asked our team at FCB/UM to recap the start of what has become an exceptional relationship and here's how they summed it up:

A typical on-boarding process from one agency to another takes anywhere from 3-6 months. Most clients bring agency teams in for multi-day immersions at their headquarters and agency personnel are trained in-person by the clients on the inner workings of their business. Tours, seminars, day long Q & A's and stakeholder interviews are frequently part of the agenda to truly educate and let teams learn firsthand what the client's business is all about. Agency teams also spend time getting to know their client's customers, what motivates them to consider a purchase, and how to best reach them – challenging work in normal times, but unprecedented as travel industry norms were thrown into uncertainty.

But in 2020, none of that was possible. On-boarding week was a few short Zoom meetings and the agency and Go RVing team sprang into action to ensure that media and new creative was live in a matter of weeks to capture and drive demand. In 6 months, the FCB/UM team has produced over 100 creative assets, transitioned dozens of media vendor contracts, and executed \$20 million worth of media, including the delivery of a media plan to market in 27 days. The Genuine team created a brand new, centralized website that serves both consumers and industry member needs that's setting records for consumer engagement. And if that wasn't enough, the FCB/UM team also pulled together a successful and ground-breaking consumer promotion in the Honeymoon "InteRVention" with The Knot that quickly established RVs as a potential honeymoon for stranded newlyweds.

As our industry continues to change, and in many ways thrive, during this volatile time, we've laid a strong foundation for the future of Go RVing advertising to be more responsive to industry needs, more focused than ever on consumer interest, and more data-driven in how we quantify the impact we're making to drive the category forward.

On behalf of the Go RVing team, we thank the industry for your continued support,



Karen A. Redfern

Vice President, Brand Marketing & Communications





Mission Statement



Increase customer awareness of how RVs can enhance an active outdoor lifestyle



Drive customers to RV dealerships



Be the industry leader in market data and customer insights



Increase traffic to Go RVing's customer platforms



Building Go RVing into a strong complementary brand marketing partner

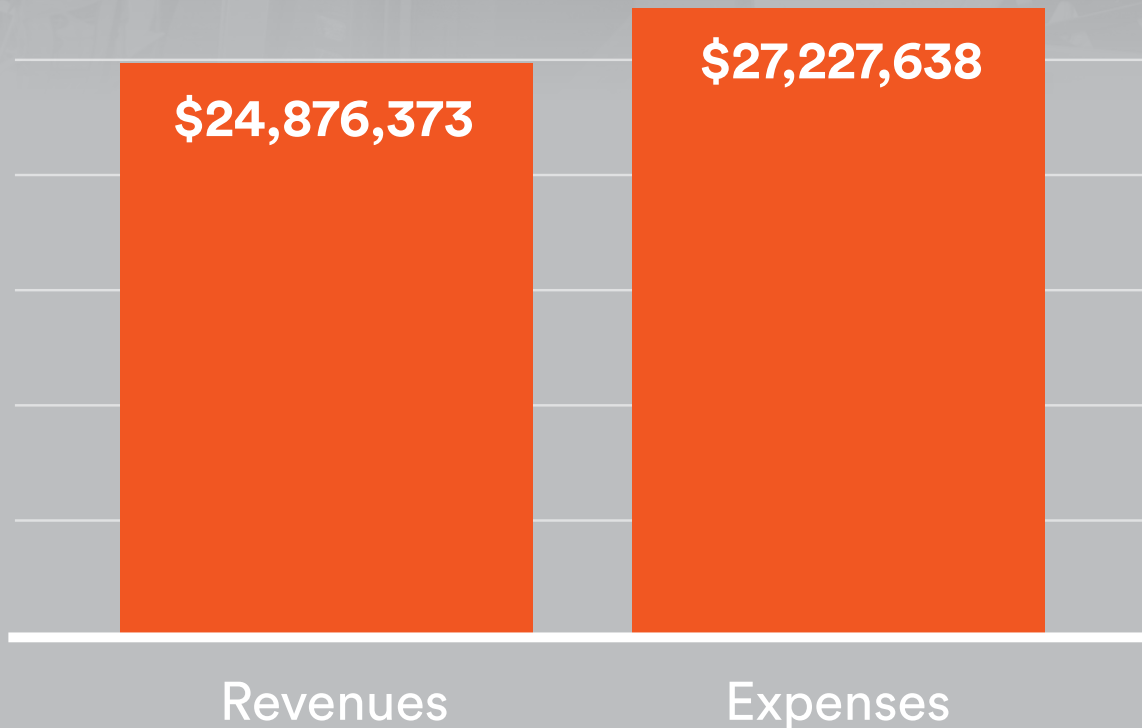


Responsibly and ethically manage and oversee all Go RVing assets, including investigating ancillary revenue sources

Grow and Expand the RV Market by Attracting New Customers to RVing

Financials

Go RVing®







Go RVing Board Of Directors

Special Thanks to our 2020 Go RVing Board Members

Craig Kirby

President,
The RV Industry Association (RVIA)

Ron Shepard

Chairman,
RVDA Board of Directors

Phil Ingrassia

President,
Recreation Vehicle Dealers Association (RVDA)

Dan Pearson

Go RVing Coalition
Co-Chairman

Garry Enyart

Chairman,
RVIA Board of Directors

Bob Wheeler

Go RVing Coalition
Co-Chairman

Welcome 2021 Go RVing Board Members

Phil Ingrassia

President,
The RV Dealers Association (RVDA)

Bob Wheeler

Go RVing Coalition
Co-Chairman

Craig Kirby

President,
The RV Industry Association (RVIA)

Chris Andro

Chairman,
RVDA Board of Directors

Dan Pearson

Go RVing Coalition
Co-Chairman

Jeff Rutherford

Chairman,
RVIA Board of Directors



Program Content

New Life for an Iconic Brand

Now in its 23rd year, the Go RVing program has become a trusted brand to American consumers. To future-proof the industry and make RVing relevant to the upcoming generations of Americans, the Go RVing team knew that messaging had to evolve to reflect the energy and diversity of today’s consumers.

Go RVing’s website has become a resource for RV dreamers and new buyers looking for inspiration, education and resource information. We hired Genuine Interactive to take a fresh look at the website’s purpose and consumer expectations to create a new user-friendly experience while being highly data driven for the industry.



The new website is visually engaging, showcasing inspirational stories told by real RVers in their own words. Consumers can explore the range and diversity of RV models both inside and out. The site was designed with an emphasis on the path to purchase mindset consumers experience from discovery to consideration and action while the navigation mirrors the mindset and behavior flow.

The team also reexamined the purpose and content of its industry-only section of the website to provide more value to industry which started with talking to those stakeholders, ensuring the new site works well for both consumers and industry partners. The data driven approach in the site development and continual monitoring of the consumer journeys will be especially beneficial to the industry as we move forward in this new economy.

How Did the New Campaign Resonate with Consumers?

Our campaign launched in the late spring with radio and paid social media through mid-summer. TV spots were added in late August and consumer reach soared.

Since launching, ads have appeared across all mediums including:



BROADCAST



CABLE AND
STREAMING TV



ONLINE VIDEO



STREAMING
AUDIO



NETWORK AUDIO



DIGITAL
DISPLAY ADS



PAID SOCIAL
MEDIA

OVER 1.6 BILLION

impressions by
year's end

NEARLY 350 MILLION

of those impressions came from prime time, late night TV and high-profile broadcast sports including Monday Night Football, NHL Stanley Cup series and the MLB Wild Card Series.

GoRVing

Catch up with nature. Go on a #RealVacation.

GORVING.COM
Find an RV dealer

Learn More

GoRVing

Beach, mountains or campsite? Wherever you're going, in an RV you're always in for a #RealVacation.

GORVING.COM
Find an RV dealer

Learn More

GoRVing

Take the wheel. Take your loved ones. Take a #RealVacation

GORVING.COM
Find an RV dealer

Learn More

GoRVing

You even get to pick your neighbors. #RealVacation

GORVING.COM
Find an RV dealer

Learn More

Tired of networks' lack of new programming during the pandemic due to production shutdowns, consumers turned to streaming and digital services, including YouTube where 5 billion videos are watched daily. So we ran :06 and :10 non-skippable versions of our new ads for six weeks. The results:

**OVER 148
MILLION
VIEWS**

42%
of viewers clicked on the
ad for more information

**NEARLY 500
MILLION
IMPRESSIONS**
were through network
radio and streaming audio



Ads Drove Consumers to the New Website When It Launched Late October

The new ads boosted awareness, increased engagement and ultimately drove consumers to seek out more information.

- When the TV and video campaign launched in late August, we saw three consecutive months of record-breaking website traffic for August – October, surpassing all monthly data since 2012
- 86% of the website visitors were new visitors

And those record setting visits were before our new and improved website launched.

When we compare the website traffic since Go on a Real Vacation launched to the same July 1 – Nov 30, 2019 time period, we see dramatic increases:



582%

**INCREASE IN
DEALER SEARCHES**



188%

**INCREASE IN
RENTAL SEARCHES**



757%

**INCREASE IN
CAMPGROUND
SEARCHES**

The site was designed to work in tandem with our media buy providing the ability to analyze the impact of our advertising campaigns, partnerships, and content performance in real time in a way we have not been able to in the past, allowing us to quickly adjust and modify our advertising and marketing strategies as needed.

Quality Custom Content Continues to Tell the RVing Story Best.



Selecting media partners known to produce quality video and cinematography, over the past decade Go RVing has brought its message to new audiences who might not otherwise have envisioned themselves traveling by RV. This year's partnerships with [ROAM](#), [Outside](#), [Powder](#) and [Surfer](#) have continued to result in dynamic, short-format video content that beautifully weaves together a personal story that showcases how an RV has allowed them to fulfill their life ambitions.

[“Faces of RVing”](#) our 2020 anthem video produced again this year by influencers/ adventurers Brody Leven and Adam Clark has helped reach a diverse audience also. In addition to the full anthem, each of the social influencers featured in the anthem has an individual video story that has also been created and shared on their platforms as well as ours.



Sometimes laughter is a great form of message delivery and a little quirkiness can connect your message to a younger demographic, so in 2020 Go RVing partnered with big digital powerhouses including BuzzFeed, Funny or Die, Scary Mommy, The Dad and Univision to have them create quirky, tongue-in-cheek lifestyle videos in the format their followers are accustomed to viewing on the platform.



Reaching Out to RVing Newbies

Recognizing the thousands of first-time RVers entering the market this year, we asked some of our top influencers and contributors to share their top tips and advice, remembering what it was like when they first started RVing. To answer the most-asked questions, [our real RVers provided short videos and FAQs](#) on over a dozen different topics including:



How to Pack
for a Trip



Setting Up at the
Campground



How to Tow



How to Empty the
Blackwater Tank

Our goal is to continue to build and expand first-time resources in the coming year to retain the new owners and help them to feel comfortable with their choice.

Go RVing Staged a Honeymoon InteRVention

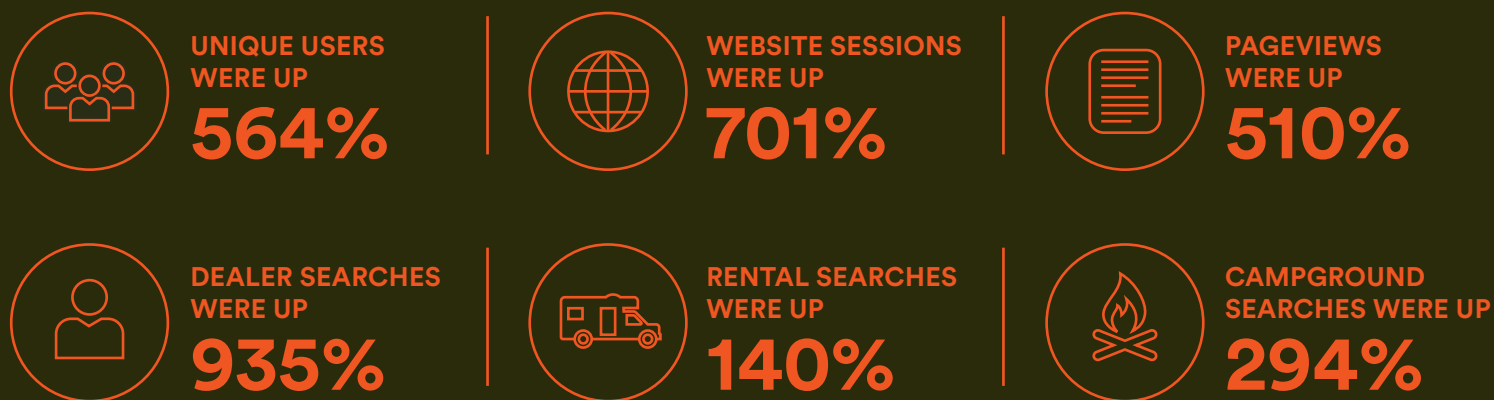
Working jointly with FCB and our PR consultants, Go RVing provided a honeymoon trip when COVID-19 sidelined Sara and RJ's plans to honeymoon in Japan. As the couple started planning their much smaller celebration, they returned to an idea they discussed when they first started dating - a road trip.

The newlyweds took a two-week cross-country RV trip of a lifetime that the couple captured and shared on social media. Knowing other couples were facing the same cancellations, we partnered with The Knot Worldwide to provide another [Honeymoon InteRVention](#). Couples were asked to share their stories of dream wedding cancellations and one lucky couple won a two-week honeymoon in an RV provided by Go RVing, with spending money courtesy of The Knot.

End of Year Campaign Insights

By the end of the year, we saw engagement metrics jump significantly. Visitors were more qualified, stayed on the site longer and viewed more pages. Find a dealer searches jumped and visits to our tips and inspiration section of the site climbed, another indicator that visitors are more engaged.

The new site launched Oct 21, 2020. Comparing Oct 21, 2020 – Dec. 31, 2020 to the same period in 2019, we see:



A primary driver of our agency search was to partner with data gathering agencies to ensure we were making data-driven decisions. Go RVing is bringing our data to life. In the industry-only section of our website, you can get real-time stats about the website, consumers and the ads. If you'd like to see the numbers in real-time at any time, use the link below and see what consumers are looking for and interacting with on the [website](#).

Expanding the Message and Reach of Go on a Real Vacation in 2021

High Value Audiences or HVAs are consumers whose behavior has been tracked and have been deemed strong candidates to be motivated by our messaging. As a result of the data gathered in 2020, the 2021 media plan will focus not only on HVAs but will also implement a full funnel modeling approach to advertising. Go RVing will begin shifting from a historically awareness-driven campaign, to leading consumers further down the purchase funnel. National broadcast will consist of strategically timed airings to build reach and awareness while radio will complement the TV plan to maximize exposure and consumer touchpoints during key sales periods. Go RVing has now developed the tools to follow the data to see which media partners drive the most website traffic and dealer searches in real time – ultimately leading those consumers to dealer showrooms.

Flexibility is the key word for our 2021 media program. The ability to shift advertising dollars to the best performing media partners is a game changer and will ultimately drive more traffic to dealer lots. Social media will continue to play a key role in 2021. Last year, Facebook awareness campaigns drove more than 6.5 million Go RVing custom content video completions. The “always on” approach to the social campaign means that RVs will continue to be a part of the conversation and consideration set for consumers looking to create their own unique adventures. While our core concentration will be on our HVAs (families with at least one child in the household, who have an affinity for the outdoors) we will continue our outreach on diversity as well as empty nesters.

The increased engagement the Go RVing brand had with consumers in 2020 has redefined how we approach meeting these receptive audiences in the spaces where they play and interact. The data that we gather in Q1 and Q2 of 2021 as well as the preliminary results of Go RVing’s full funnel approach, will guide the strategy for the latter half of next year and during peak travel season.



Go RVing®

