

Jurgens Ci launches advertising campaign

Who among us would not like to go on holiday 52 times a year? It is on this premise that Jurgens Ci's new advertising campaign for Campworld is based. The possibility of enjoying 52 holidays a year must attract the attention of the lifestyle converts and those who've never given caravanning or camping a thought.



Jurgens Ci's new advertising agency 34 (Thirty Four) has developed a campaign that breaks through decades of conventional caravan and camping advertising, with an intriguing, involving concept that is sure to be noticed and demand to be read. It will blow the minds of those who see caravanners as dull stereotypes. They will come to realise that caravanners and campers are, in fact, an exciting breed of adventurers.

The main thrust is in print media, with support in digital, TV and radio. While retail adverts obviously tie in with the theme, they also highlight the real affordability of caravanning.

The look is big, bold and fun, with different visuals in each print advert that draw the reader into a new-and-exciting destination in a quirky, light-hearted way that carries out the '52 holidays' promise to its full.

Minimal copy

We all know what caravans look like - on the outside, at least - so the visuals show slanted rows of caravans, trailers, tents camping equipment, interspersed with interesting images of destinations. Suggesting the Drakensberg, for instance, are pictures of cave paintings, mountains (of course), snow skiing, and so on, with minimal copy tempting the viewer like proverbial carrots.

The headline gets you two-thirds the way down the page: "The Jurgens Xplorer in the Drakensberg." The punchline wraps up: "With Campworld you can have 52 holidays every year."

Another in the series covers the Karoo with wonderful pictures of flying saucers, telescopes and braais, which somehow capture the brooding and mysterious ambience of the Karoo. Then you're drawn to the Winelands: "Presenting the Jurger Exclusive to wacky Robertson" - with Cape Dutch homes subtly suggesting the caravans have the same elegance and lux wines, cheeses and, unexpectedly, ducks.

Major marketing objectives

The treatment of this campaign is a welcome breath of difference and meets the major marketing objectives of branding Campworld both as a retail destination and an overarching brand for the Jurgens Ci products - its range of caravans, trailers and tents, each of which is well established in its own right. Cleverly, the parts are pulled into one exciting whole with the familiar product brands (Jurgens, Gypsy, Sprite and Howling Moon) now fitting comfortably under the Campworld umbrella. There can be no doubt that Jurgens Ci (the corporate brand) and Campworld are a unit - and that Campworld is the retail destination to go to for all outdoor needs.

The campaign will not only appeal to existing caravanners in its fresh originality, but will undoubtedly draw in those unfamiliar with Campworld and an outdoors lifestyle - the typical South African who loves the great outdoors and wants variety, comfort and convenience, while indulging the growing need for sociable, family activity holidays.

This new-and-innovative campaign successfully creates an image of a highly desirable lifestyle in holidays that can be tak every weekend of the year - at least.

For more, go to www.campworld.co.za

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