

# GoRVing Campaign

APRIL 2022

## OBJECTIVE

To promote RVs and RV lifestyle to consumers nationwide.

## STRATEGY

Brand Ambassadors invite consumers to tour the sample RV by being outgoing and friendly. They are informative and create an exciting experience for consumers so they leave interested in purchasing or renting.

GO ON  
A REAL  
VACATION

## LOCATIONS

### Fort Worth, TX

Texas Motor Speedway  
14/9/22 - 4/10/22 (24 Total Hours)  
Three Brand Ambassadors per day

### Memphis, TN

Memphis Fairgrounds  
4/29/22 - 5/1/22 (22.5 Total Hours)  
Four Brand Ambassadors per day

