



A LIFESTYLE BRAND

GO RVING

*By: Angela Orsini, Natalie Romeo
and Daniel Knutson*



EXECUTIVE SUMMARY

Over the past two months...

We conducted primary and secondary research for the lifestyle brand Go RVing with one main question in mind...

*How can Go RVing position the
idea of the RV lifestyle to connect
with millennials today?*

We plan to answer this question for you as well as give advice for a future opportunity: To get millennials interested in the lifestyle to one day purchase an RV or camper of their own.

We began by conducting secondary research which was presented on Friday, November 3, 2017 at The Richards Group in Dallas. Then, we began primary research by interviewing RV owners and fans of the lifestyle which allowed us to dig deeper into the driving forces of this lifestyle.

We thank you for the opportunity to contribute to your research for Go RVing and hope that you'll find added strategic value throughout the deck.



METHODOLOGY

PRIMARY

- a) Turner Falls, OK – Interviewed two male RV owners
- b) Pauls Valley, OK – T&R RV Resort – Interviewed one couple who adopted this lifestyle since '91
- c) University of Oklahoma – Interviewed a former teacher about her plans to buy an Airstream within the next 4 months
- d) OKC – Interviewed 2 couples, one with kids and one without, and one single man that own RVs

SECONDARY

- a) Casual conversation with peers
- b) The 2017 North American Camping Report – RV Drivers Association (RVDA)
- c) MRI data
- d) Various RV review sites, blogs and social media influencers

OUR INSIGHTS

- People enjoy having their own personal belongings. They want to be in control of their experience, including the day to day necessities they will interact with such as towels or bed sheets.

“I like having my own things. My own bed, knowing where everything is, not having to worry about if things are really clean or not.”

- Many millennials believe the RV lifestyle's main purpose is for retirement. However, the RV life is multipurpose. Individuals currently use them for work, travel and recreation.
- Many financial burdens are lifted with the RV lifestyle. Hotels, airfare, property taxes on a home and much more are no concern for those committed to this lifestyle. Even the weekend warriors can save by paying \$12/night to park their RV vs. \$90 a night for a cheap hotel room.

Let's dive in and...

BREAK DOWN THE BRIEF

WHY ARE WE ADVERTISING?

Travel is a way of life.

Our goal is to increase the use of recreational vehicles within the Millennial generation. We want Millennials to view the RV lifestyle as a convenient, affordable and viable way to go about life.



Travel Trailer



Fifth Wheel



Toyhauler



Pop Up



Small Camper



Class A Gas



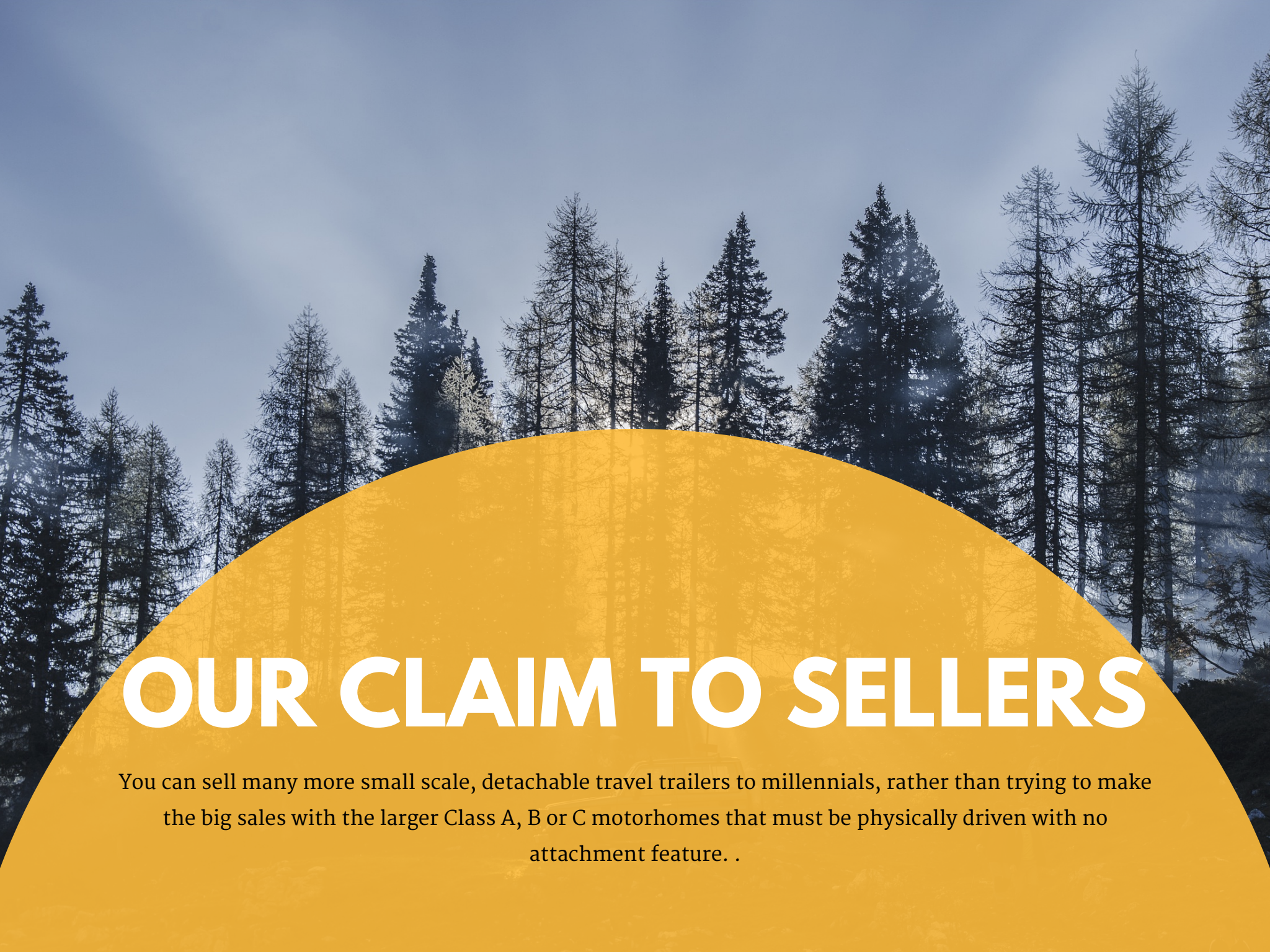
Class A Diesel



Class B



Class C



OUR CLAIM TO SELLERS

You can sell many more small scale, detachable travel trailers to millennials, rather than trying to make the big sales with the larger Class A, B or C motorhomes that must be physically driven with no attachment feature. .

TO WHOM ARE WE TALKING TO?

DEMOGRAPHICS

Millennials: Ages 18-35

Men and Women

HHI: \$100K+

PSYCHOGRAPHICS

Minimalists

Seek adventure

Enjoy unconventional forms of traveling

Value experiences more than anything

MEET VIRGINIA & HEATH

The Travel Trailer

Heath, 28; Virginia, 26

Married for 1 1/2 years

Both originally from Seattle, WA

Heath is an app developer while Virginia runs a fashion blog – both work remotely.

No children yet, but happy parents to Tippy, their West Highland Terrier.

Both have a sense of adventure instilled by their parents.

HHI: \$110,000



MEET LEDGER

The Fifth Wheel

A 32-year-old bachelor looking to explore the country and search for a more satisfying job.

Currently, he is a social media strategist who can work remotely and plans to do so on his journey. As a side job, he has his own coffee brand called “10 Things I Love About Brew.”

He has a cat named Geoffrey and plans to travel the country until he finds a new city where he can truly find happiness.

He hopes to find love on this journey but for now, enjoys the lifestyle’s “anti-commitment” vibe until he is able to discover happiness independently.

He is using this lifestyle to proactively take advantage of this transitional period in his life.



TO WHOM ARE WE ACTUALLY TALKING TO?

DEMOGRAPHICS

Millennials: Ages 24-35

Men and Women

Individuals - HHI: 40-60K

Young couples - HHI: 100K

WHY?

We think the age range should start a bit older than 18 years old. This way, those individuals have the time to get an education/find a job, build up some savings and have somewhat of a plan for their RV.

WHAT DO THEY CURRENTLY THINK?

Millennials have a bad stigma towards RVing

- RVs are a form of recreation only used by retired individuals, something that is meant to be experienced later in life.
- RV's are vehicles only used for campsites and fishing.
- You can't live comfortably in an RV because they are so "closed in."
- They do not see these motor homes as multipurpose or "trendy" in any way.

Their biggest question is "what do you do with your car?"

Many millennials enjoy road trips, but would rather take them in their own vehicles. This is a portion of their current mindset that we want to work closely with throughout our strategy.

WHAT WOULD WE LIKE THEM TO THINK?

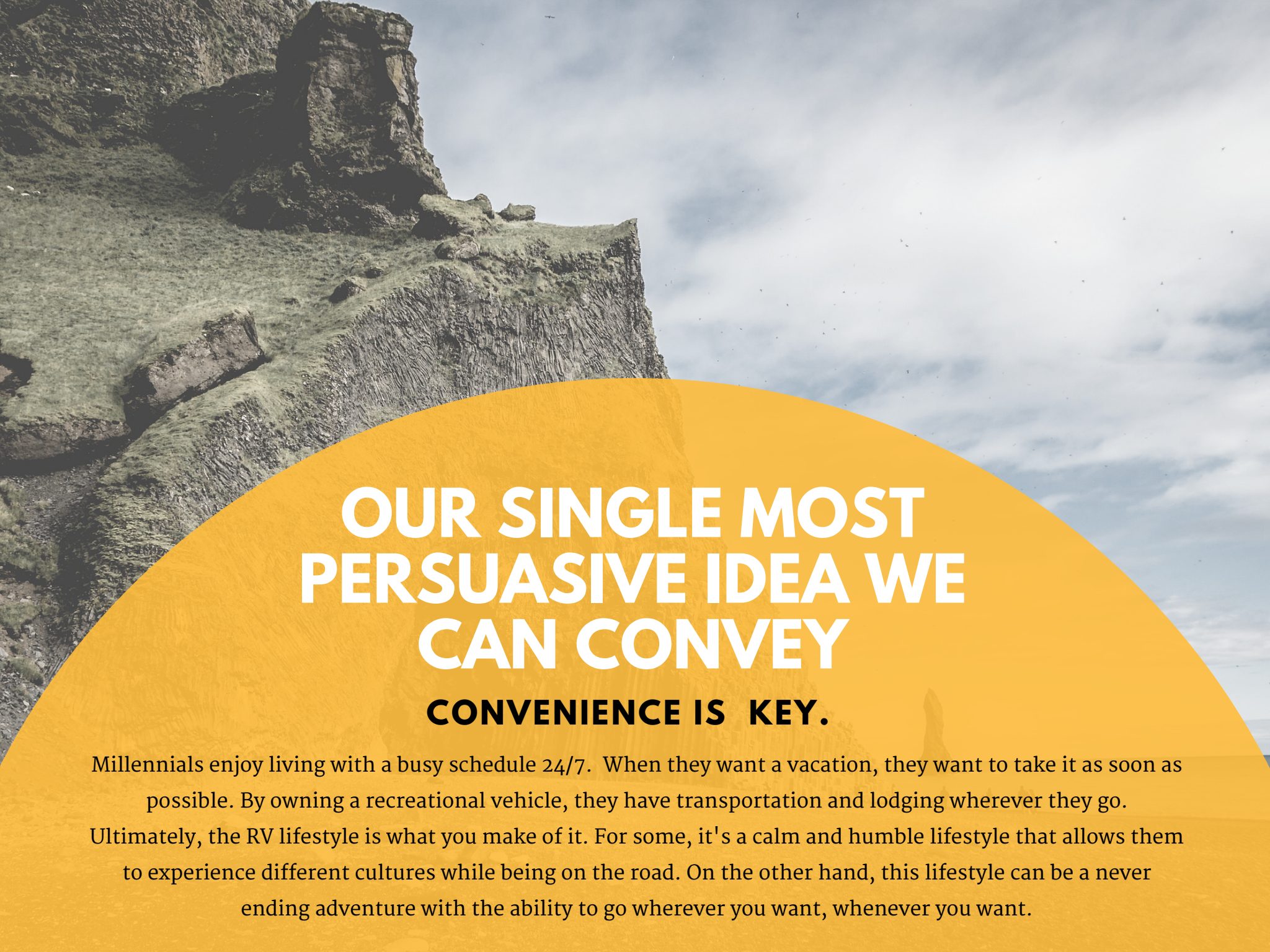
We want our target audience to see RVs as a convenience, rather than a hassle.

All the traveler needs to worry about is the final destination.

- RVs are cost efficient and allow for a convenient way to spontaneously travel.
- RVs are more secure than owning a home because all of your belongings are with you at all times; transportation and lodging are provided in one vehicle.

RVs are multipurpose - you can use them recreationally, for work purposes and as an actual home.

- A Class C motor home gives you even more accessibility.
- A smaller trailer allows you to take your car into more urbanized locations, and return to your RV home at the end of the day.



OUR SINGLE MOST PERSUASIVE IDEA WE CAN CONVEY

CONVENIENCE IS KEY.

Millennials enjoy living with a busy schedule 24/7. When they want a vacation, they want to take it as soon as possible. By owning a recreational vehicle, they have transportation and lodging wherever they go. Ultimately, the RV lifestyle is what you make of it. For some, it's a calm and humble lifestyle that allows them to experience different cultures while being on the road. On the other hand, this lifestyle can be a never ending adventure with the ability to go wherever you want, whenever you want.

WHY SHOULD THEY BELIEVE IT?

Millennials are constantly looking for the most efficient way to do things.

What many millennials do not know is that...

- There are many smaller, trendy and sport-like recreational vehicles out there.
- It's easier to find RV parks to park your motorhome than finding a traditional home that can give you the same benefits.

With RVs there is no need to worry about property tax, utilities bills, homeowners association, etc.

There is no other tangible product that can get you to your destination AND provide housing at a more reasonable cost.

WHEN AND WHERE IS THE TARGET MOST RECEPTIVE TO OUR MESSAGE?

Millennials are hyper connected with their surrounding world. They book vacations almost exclusively online and read reviews before deciding on their next travel destination. On top of online reviews, millennial travelers are influenced by their peers and the ability to share content they have gathered while on their adventures.

Word of mouth – 16%

Facebook – 15%

Instagram – 13%

Blog Sites

Millennials love to share these memories with their peers on social media and are more likely to leave comments and suggestions on travel websites to help out future travelers. Specifically, our audience uses Facebook, Instagram and blog sites. They will be most receptive with native advertisements and sponsored content on travel websites and their Facebook and Instagram feeds.

* According to study conducted by the Blitz Agency



ANY CREATIVE GUIDELINES?

Tone

Encouraging, Free- spirited

*Emphasize cost efficiency &
convenience*



APPENDIX



INTERVIEW #1

TURNER FALLS, OK

- 40+
- Uses for fishing and camping
- Lives out of it for work.
- Contract worker from ATL.
- Able to take his “home” to work
- 34 foot RV trailer
- Goes to the lake, camp, fishing trips, major holidays
- Convenience is HUGE with having RV
- Has seen an increase in millennials at RV parks in the summer months
- Cons – durability, mice and other small flaws and fixes
- Pros – Better than a tent, makes camping easier “takes out a lot of work,” privacy
- Thinks traveling with an RV needs planning, checking to see availabilities, big for millennials who plan trips online

INTERVIEW #2

TURNER FALLS, OK

- 40+
- Contract electrician
- Uses it for work/travel
- Lives in RV during the week and drives home (2 hours away) on weekends
- 32 foot RV trailer; started using an RV at 22 for work purposes
- Convenient and super cost efficient
- Would recommend to others for the easiest, most comfortable way to travel
- Able to sleep 4-6 people comfortably
- Pros - "I like having my own things. My own bed, knowing where everything is, not having to worry about if things are really clean or not."
- Cons – having a family and living in an RV full time is impossible
- Would recommend for young couples who have the freedom to go and do
- Sees mostly retired couples touring the USA at RV parks. Not spike in millennials. Only young people are the ones who are working and using RV as a home base.

INTERVIEW #3

OKLAHOMA CITY, OK

- 38 and single.
- Landman for Devon energy.
- Uses RV for both work and recreation.
- Takes RV trailer with him to work if staying an extended period of time.
- Takes RV to Wyoming every summer for a 2 week camping/fishing trip on the “Miracle Mile” in Wyoming.
- Loves being able tow his “mobile office”
- Keeps it stored in his backyard.
- Sees himself keeping a trailer for a while.

INTERVIEW #4

PAULS VALLEY, OK

- 65+ Couple, husband is and inspector for construction, wife doesn't work
 - All work related travel with their RV, some stops are like vacations depending on the towns
 - Wife found missionary work which was a long term aspiration of hers she got to fulfill at each park.
- Sold 10 acre ranch and gas station for a mobile job and RV; been on the road since 1991
- Pros – easy, convenient, everything there, no property tax, more calm/humble lifestyle
- Cons – RVs always have something to fix
- Quote: “I enjoy it more than when i had a house,” “you learn how you don’t have to have so much for a daily life” (< builds on our point for convenience)
- Notice more millennials, they are getting out of school/some may not even be out of college yet - on weekend trips
- Some construction crew is younger (pipeline/highline construction)
- Choose parks with a slab to park on vs. no slab (quality of park)
- The safety of parks - most have on-site management but you want to check for this; all negative stereotypes are gone
 - No alcoholism, abusive drugs etc.

INTERVIEW #5

OKLAHOMA CITY, OK

- Millennial couple Husband 36, Wife 31
- Husband is an Event Planner and Wife works with husband; HHI \$150,000+
- Have had a type of RV for 8 years, given as an engagement gift by wife's father.
- Originally a 24 foot trailer, now has a 34 foot Type A motorhome and drag their Toyota FourRunner behind it.
- Have a love for camping and exploring the West.
- Own a house but putting it up for sale to live in RV full-time.
- Tired of the upkeep of a house, love the simplicity of an RV; it's parked in the driveway/backyard.
- Pros – Everything is there. Everything. I can have an event in Austin, take my own bed, take my entire closet and take my office there.
- Cons – When we want to settle down and have kids, there is a lot of discussion that needs to happen. We don't know if we will be able to continue this lifestyle. There is always a little bit of upkeep.

INTERVIEW #6

OKLAHOMA CITY, OK

- 40-50
- Have 3 boys 13, 15, 18
- 15 foot pop-up camper.
- Use the RV trailer for camping, fishing and recreational holiday trips
- Store it at a separate storage facility
- Father is a Boy Scout troop leader and all 3 sons are in Scouts
- The majority of use is by the father and his “fishing buddies” and some Boy Scout outings.
- Wife never really goes camping with the family.
- Pros – “Hotel room on wheels” easy to tow, easy to store, easy to set up, overall super easy.
- Cons – “Not any that I can think of, I love it, so do my boys.”

CANDACE TIMMONS INTERVIEW

UNIVERSITY OF OKLAHOMA

1) IS THIS THE FIRST TIME YOU CONSIDERED PURCHASING AN RV?

Yes - She was never into camping but she's into hiking and went camping w a friend a few months ago; that's where she kind of got this idea to go on the road and live a more simple life as she was transitioning into a new job and possibly a new lifestyle in a new city - she just doesn't know where yet.

2) WHAT TYPE OF RV?

Haven't purchased yet - vintage fix up/brand new airstream - silver rounded (Mavis the airstream - Instagram bloggers - not traditional at all) Those bloggers have the look she wants to go for, but she has to do a lot of DIY to get that look in an affordable way.

- Jayco - queen size bed - 2300 lbs
- Weight is a factor with her car
- Now she will have to find a truck/car that can tow

CANDACE TIMMONS INTERVIEW

UNIVERSITY OF OKLAHOMA

3) WHAT ARE SOME OF THE BIG INFLUENCES IN YOUR LIFE RIGHT NOW FOR CHOOSING THIS LIFESTYLE?

- 32 and single
- Sister and husband have twins
- Anti-commitment
- Not happy with work
- Travel around to seek out a potential new job
- Dog is coming with her

4) DO YOU/ DO YOU THINK YOU WILL - THINK OF YOUR RV AS A MORE CONVENIENT WAY TO TRAVEL?

- There are times I would still rather hop on a plane - i.e. fast trip or when going to a big city
- Ex. Utah to NYC - board dog and find closest airport and fly
- Would leave RV at the nearest clean RV site.

CANDACE TIMMONS INTERVIEW

UNIVERSITY OF OKLAHOMA

5) WILL YOU CONTINUE WORKING REMOTELY?

She currently does and will continue to do so!

6) PROS OF THIS LIFESTYLE:

- "The ultimate freedom"
- She would pay for the RV in full in cash - so no payments - 10/12 thousand is what she is aiming for
- Do this as a way to save money/purge of belongings and things she never uses
- Get to see a lot of things she wouldn't have otherwise
- People you meet along the other way - extending your network
- Differences in cultures across nation

CANDACE TIMMONS INTERVIEW

UNIVERSITY OF OKLAHOMA

7) CONS OF THIS LIFESTYLE:

- Anxiety about lack of stability
- Not super planned she's just going
- Someone who likes a routine so this is a change
- Far away from family - they are her safety net
- The unknown - sickness, car accident, but also could be exciting
- By herself - so she needs to know how to do everything and what not
- Amazon prime guru - ways to order things on the road BUT that may have to change

CANDACE TIMMONS INTERVIEW

UNIVERSITY OF OKLAHOMA

8) WHAT CONSIDERATIONS WENT INTO YOUR PURCHASING DECISION THAT WOULD BE RELEVANT TO US WHEN TARGETING OTHER MILLENNIALS TO CHECK OUT THE RV LIFESTYLE?

- DIY the interior vs. Buying it finished out which is more \$\$
- How you want it to look/feel
- Have to like being there/ living and hanging out in the RV
- Still an investment and something you will want to make money on
- Are you planning on creating a Social Media account? Yes
- Jayco blog - People who own them submit blogs onto their site - she may do this on her journey
- People who own this lifestyle are VERY passionate about it
- She could be passionate about it for a year but then would probably want to return to a "normal life"

The background is a solid orange color. There are four large, white, semi-transparent circles scattered across the slide: one in the top-left corner, one in the top-right corner, one in the bottom-left corner, and one in the bottom-right corner. A white rectangular border is centered on the slide, enclosing the main text.

**Thank you so much for this
opportunity**

*Best,
Angela Orsini, Natalie Romeo and Daniel Knutson
University of Oklahoma, JMC 4323, Fall 2017*