

VINTAGE  
**CAMPER**  
RALLY



# PROJECT OVERVIEW

## THE TASK

Develop a branding identity system for an event.

## THE GOAL

Develop a cohesive branding system through out the event with a focus on targeting a younger audience to join the camper rally community.



# ZAG ANALYSIS

## Who are you?

Vintage Camper Rally is an community and showcase event featuring vintage campers. It consists of tradeshow vendors, vintage camper rally members, and on location adventures where the rallies are held.

## What do you do?

Vintage Camper Rally gathers members for events all through out the year. Vintage Camper Rally uses technology to connect members and build the commuity through social media engagement and Member sign-in portal on the website while also holding on to traditional communication methods, such as pen pals.

## What's your vision?

Providing a multi generational space for adventure, fun, and shared stories. It focuses on

bringing in a younger audience to encourage adventure, learning about places and nature on-site, an affordable fun way to travel and create memories. The chance to gather in real life building interactions and friendships beyond social media.

## What wave are you riding?

A unique vintage oppurtunity

## What make you the only?

It's a unique rally that gives the opportunity to experience the vintage-lifestyle in a weekend through campers from various decades ranging from 50s and 60s.





# ZAG ANALYSIS

## What should you add/subtract?

Adding a stronger social media presence, a more fun rebrand that is still clean and vintage feeling for all ages.

## Who loves you?

Customers that enjoy vintage travel and lifestyle.

## Who's the enemy?

Other vintage camper events that own rentals or hold events of thier own.

## What do they call you?

The vintage camper community

## Who shares the brandscape?

Other vintage camper events, rentals, photographers, resorts

## How do you explain yourself?

A vintage travel and lifestyle brand that promotes adventure, an affordable fun way to travel, and the opportunity to build friendships across the community.

## How do you spread the word?

Social Media, Vintage Tradeshows, Vintage Events, Antique shop flyers, word of mouth through members.

## How do people engage with you?

Website, Social Media, Web Contact Form, Event Meet up.







# ZAG ANALYSIS

## What do they experience?

Customers can experience Vintage Camper Rally as a brand through an event meet up, social media presence, website, vintage tradeshow, member events, and advertisements.

## How do you earn their loyalty?

Available for the customer feedback, through a community membership offering special amenities at events through ticket purchase.

## How do you extend your success?

Looking for new places to adventure, staying active in communication, advertising, and connecting with customers through social media channels and our website.

## How do you protect your portfolio?

Through the experience of what Vintage Camper Rally offers and members stories.





## BRAND MESSAGE

Vintage Camper Rally holds events year round. The location is never the same, offering new adventurous roadtrips, learning about places and nature on-site in an affordable fun way to travel and create memories. We provide a multi-generational space where everyone is welcome and can share stories. This builds our community and provides connections with people of all walks of life to get to know. Come gather, get involved in activities, and live the vintage lifestyle for a weekend.



# BRAND PILLARS



## PURPOSE

Connect with others and provide a unique vintage experience



## VALUE

We provide a multi-generational space where everyone is welcome and can share stories.



## DIFFERENCE

Provides campers with membership options to stay involved in Vintage Camper Rally throughout the year.



## EXECUTION

Creating a network of campers with Vintage Camper Rally to engage with through web, social media, and localized events by region across the nation.



# SWOT ANALYSIS



## STRENGTHS

Customer service, leading Vintage Camper Community, and good times and engaging connections across multi-generations



## OPPORTUNITIES

Creating a way for campers to get more involved beyond connecting with others.  
Providing campers with opportunities to teach nature or survival skills to younger audiences.



## WEAKNESS

Never held in the same location



## THREATS

Other vintage event companies



# \* COMPETITIVE AUDIT



Our collection of restored vintage cocktail trailers, vintage bar trailers, vintage vending trailers, vintage trailer photo booths, and VIP lounge trailers are perfect for any special event, marketing campaign, production, weddings and more!



1961 Sidecar Shasta



1948 Trailer King Horse Trailer Bar



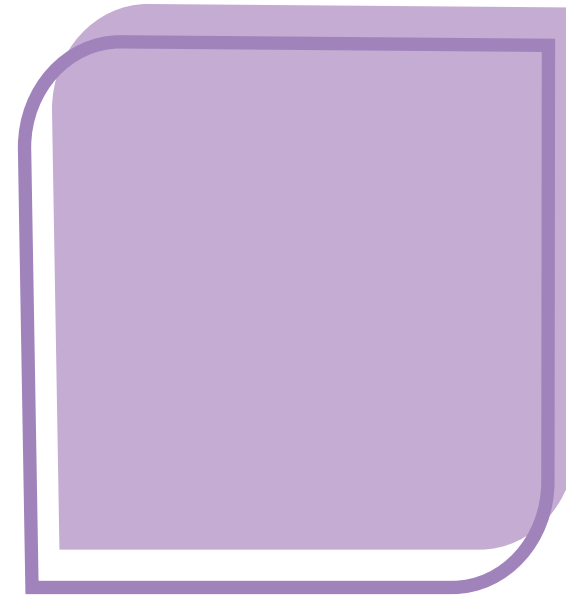
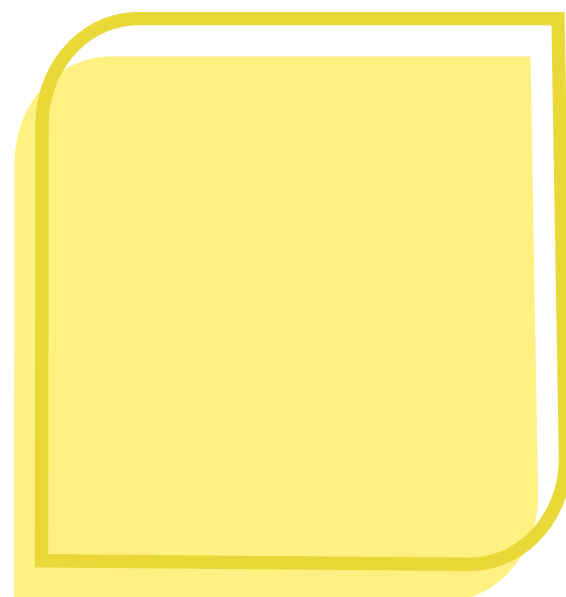
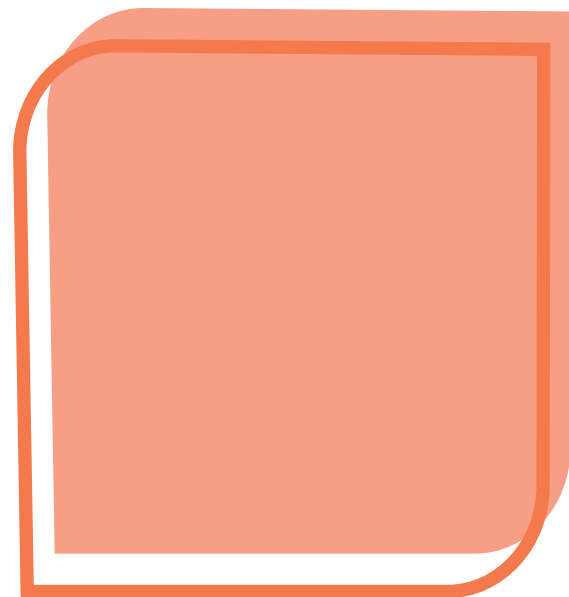
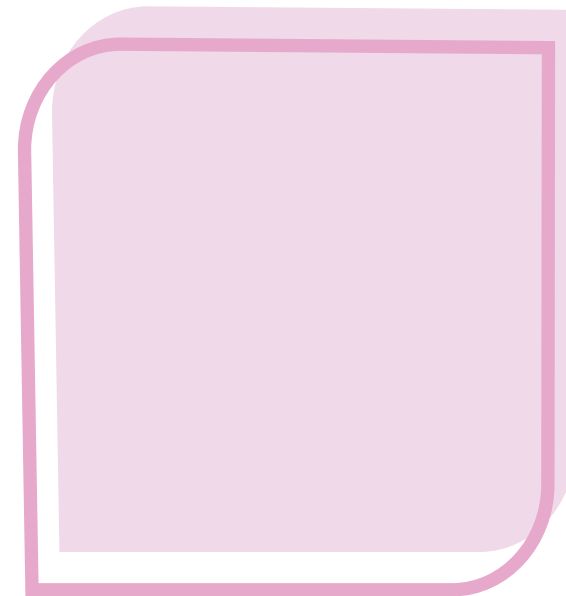
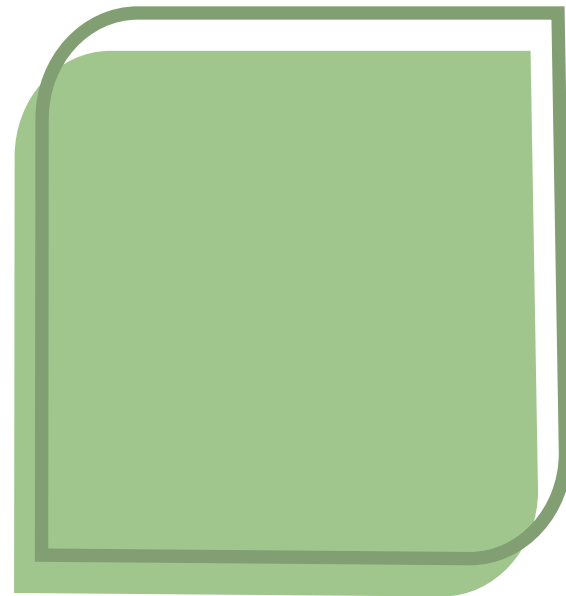
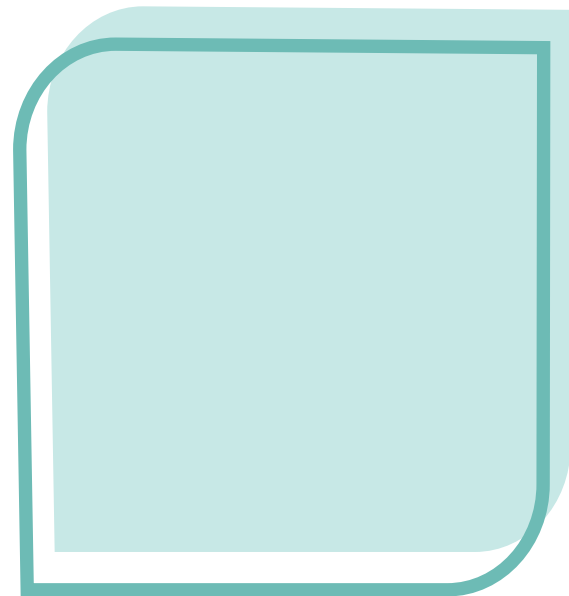
1953 Crown Photo Booth



1961 Airstream Deluxe



# \* COLOR + TYPE



PRIMARY

SECONDARY

## HEADLINE

### SUB HEAD

This paragraph is set in Gill Sans Light at 20/24. The Sub Head is Gill Sans Regular, all caps, set at 24/28. The logo is set in both of these typefaces. 'Vintage' and 'Rally' are set at 54/93 in Gill Sans Light and tracked out to 200 with H/V scale 85/100. 'CAMPER' is set at 67/80 in Industry Black and tracked out to 200 with a H/V scale 75/100.





VINTAGE  
**CAMPER**  
RALLY



\* December 2, 2020  
Henry Hunter  
Classic Member  
29290 SE 8th St.  
Fall City, WA 98024

Dear Henry Hunter,

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat volutpat. Ut wisi enim ad minim veniam, quis nostrud exerci tation ullamcorper suscipit lobortis nisl ut aliquip ex ea commodo consequat. Duis autem vel eum iriure dolor in hendrerit in vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue duis dolore te feugait nulla facilisi.

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Sincerely,

Vintage Camper Rally Coordinator

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VINTAGE  
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