



# CARAVAN OF THE YEAR 2022

## A new look for Best Aussie Vans

Helmed by Editor-at-Large, John Ford, a team of experts will assess all aspects of your caravan — from its liveability, how it tows, its value for money, plus more. Categories in which entrants can scoop up a win include Most Innovative, Best Value For Money, Best Build Quality, among others. We are also looking at engaging with the buying public for a People's Choice Award to be announced mid-2021, ensuring increased exposure for both the event and you — the entrants.

In a change to years past, entrants are no longer required to be at the event for up to a week. The new streamlined event allows for entrants only looking for the prestige of being part of the event to stay for one or two nights, while those who book content packages will stay up to four.

### TIERED INVESTMENT

Three investment options for COTY 2022 exist, starting with a Silver package that locks in your product to be part of the judging process and showcase, up to a Platinum package that adds on bespoke content tailored to individual requirements plus digital amplification.

Those investing in the top-tier packages will work alongside our team of content creators to capture bespoke video and imagery - either lifestyle or product focus.

All participants will be supplied with collated feedback from the judges after the event, which will also form part of the Caravan World feature content distributed across print, social and online.

### TIMING & LOCATION

To be held early in the new year in order to maximise marketing opportunities leading into "show season", COTY will run 30 Jan to 4 Feb 2022.

The 2022 location is conveniently located within two hours of Melbourne. We will be shooting throughout the stunning local region amid some of the best roads, tracks, and towing routes to highlight the capabilities of your van. Judging will be on site (or near) our accommodation provider.

### SHOWCASE DAY

With large-scale shows in short supply throughout 2021, COTY offers the chance to be part of our popular Caravan of the Year Showcase Day, where all entrants are gathered for public viewing. In previous years, we have seen excellent numbers of in-market buyers attend and the day provides a great opportunity to run prospective buyers through the features of the van.

We will be working with the local region and partners who provide marketing support to promote the event to their local community and beyond. The Showcase Day also allows manufacturers / dealers to invite interested buyers from around the area to attend and walk them through your COTY feature products.

### THE NEXT STEP

Our team will be in touch to discuss the COTY concept in more detail and plan how we can help you maximise the impact of your attendance.



PRESENTED BY



### DATE

JANUARY 30 - FEBRUARY 4, 2022

### LOCATION

NAGAMBIE or YARRA VALLEY, VIC





## PACKAGES

### SILVER \$5,000

#### Includes:

- Entrance into COTY Judging event
- Judges comments
- Accommodation and catering for 3 days / 2 nights (2 pax)
- Dinner and Drinks with Adventures crew
- Presentation space at Showcase day
- PDF of COTY article
- Review uploaded to Caravan World (print & digital)

### GOLD \$10,000

#### Includes:

##### (All benefits of Silver package plus):

- 2 days additional accommodation and catering
- Inclusion in Caravan World and Trade RVs EDMs
- Social Media plugs
- 90 Sec lifestyle video – 5 key features showcased
- 2 x 15 Sec Social media teaser
- 30 Professional images – driving and key features

**CLICK HERE** to watch an example of a 90-sec lifestyle video

### PLATINUM \$15,000

#### Includes:

##### (All benefits of Gold package plus):

- 3 – 4 minute hosted walkthrough including Judges commentary
- 30 Sec social media video – to promote walkthrough
- All images from event of your product (100+)
- Digital Content Amplification program (value \$3,500) which includes
  - Scheduling & planning campaign (using COTY assets)
  - Social Media Post on Caravan World
  - Caravan World EDM Content Clip
  - Trade RVs Home Page Featured Brand (7 days)
  - Caravan World digital display ads (25,000 impressions)
  - Audience Extension digital display ads (50,000 impressions)

**CLICK HERE** to watch an example of a Hosted walkthrough Video

**A \$1,000 DEPOSIT IS REQUIRED TO SECURE ACCOMMODATION AND CATERING, INVOICED ON BOOKING. TO BOOK YOUR SPOT PLEASE CONTACT YOUR ADVENTURES REPRESENTATIVE.**

For more information contact

**PARTNERSHIPS:** agh@emprisegroup.com.au

**CONTENT:** content@emprisegroup.com.au

\*All prices quoted exclude GST



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**ADVENTURES**

**CARAVAN**  
WORLD

**TRADE RVs**