

DATE: 3rd July 2008

KILN DESIGN BRING GERMAN BRAND BACK TO THE UK



TEASER ADVERTISING CAMPAIGN FOR KARMANN MOBIL MOTORHOMES

Local company Kiln Design was asked to develop a campaign for the reintroduction of the Karmann brand into the UK.

The Karmann brand is easily recognised by its association with Volkswagen, but this reintroduction is for the Karmann-Mobil range of motorhomes, for the UK dealer Geoff Cox Motorhomes.

The brand was initially introduced into the UK five years ago with poor results. So it was very important that this new relaunched was a success.

The campaign featured magazine adverts, a UK website, editorials, point of sale and exhibitions, as well as developing a whole customer experience.

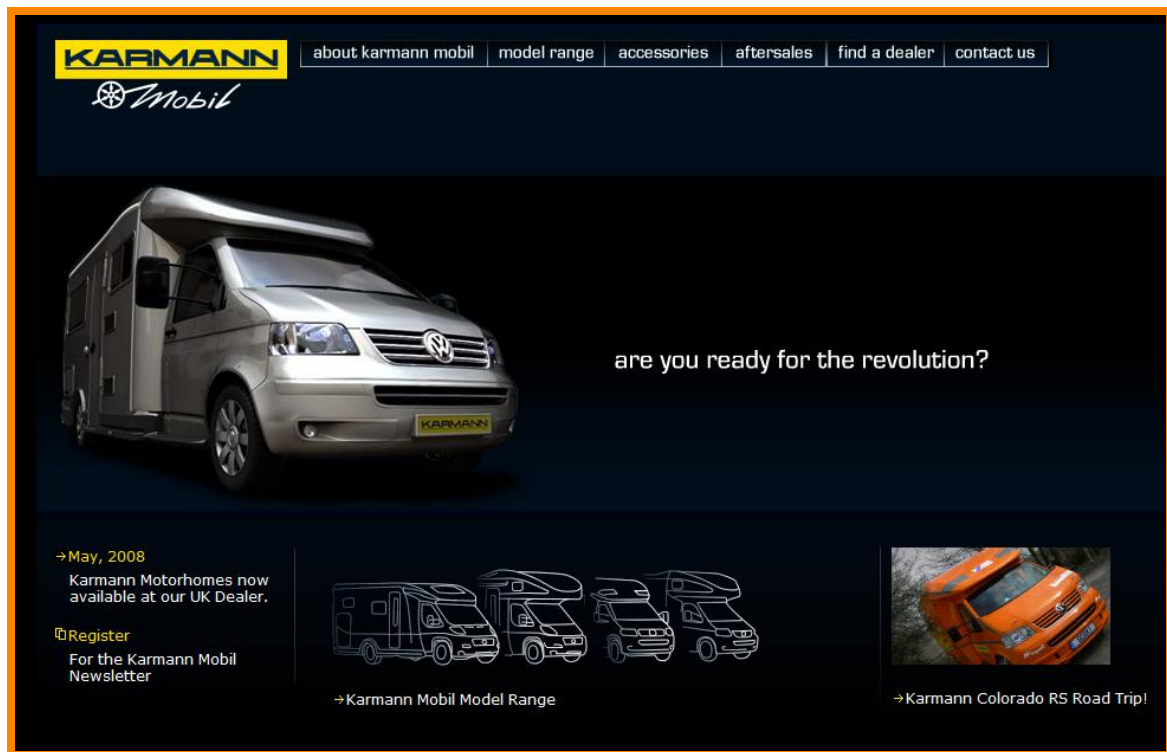
Louise from Kiln Design “We decided that our campaign should focus on the quality and craftsmanship of the brand - these motorhomes are of the highest quality and are designed right to smallest detail”

The message around the campaign was that buying a motorhome from Karmann is an experience - The Karmann Experience.

The campaign starts with a set of small teaser adverts which ran in magazines at the beginning of the year, this directed people to the website where they registered their interest.

As the year goes on we will build on the adverts, which will incorporate more details so that later in the year, and to coincide with the NEC Caravan and Camping show in November 2008, the true beauty of the Karmann range is revealed.

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WEBSITE FOR KARMANN MOBIL

The visuals feature stunning 3D visualisations of the Motorhomes, starting with a wireframe as a teaser and then a fully 3D rendered model of one the Karmann Mobil motorhomes.

Louise adds “ The campaign uses many different types of media, from magazine adverts to 3D animation. We want it to be a visual display that takes the customer on a journey”

Kiln worked with the client to also develop the Karmann Experience for the motorhome customer. Louise says “We wanted the experience to start when they saw the advert or went to the website, but also to keep going through the sale and after”.

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UK Dealer: Geoff Cox Motorhomes, 122 Derby Road, Derby, Rialto, Derbyshire, DE5 5UG.
Tel: 01332 761562 Email: info@karmannmobil.com Website: www.karmannmobil.com

Colorado T1RS







Enhanced performance, standard features

For the record attempt the Colorado underwent some adaptations to make it suitable for circuit conditions:

- Weight was trimmed down from 3000 kg to 2800 kg
- Chassis was lowered and the suspension stiffened for improved stability
- Bonnet was set higher for better aerodynamics
- Standard 174 HP VW Engine was upgraded to 340 HP
- Special Orange Pearl paint and some "go faster" stripes!!!

The frame, structure and brakes remained unchanged, as this demonstrated the high specification which comes as standard on all Karmann Mobil motorhomes.

Karmann Mobil sets speed record

Karmann Mobil has set the first world speed record for a coachbuilt motorhome with its Volkswagen T2/Alto Colorado T1 RS.

The speed tests took place at the famous Nurburgring circuit in Germany, with professional racing driver Frank Deffenbacher at the wheel. The modified motorhome was capable of achieving 124.2 mph, but heavy rain made driving conditions very difficult and Frank was only able to achieve 108.2 mph- this was enough to set the first world record.

A second attempt at the world record was completed at the Europeanway Levalds, on the 16th August 2008. This time it was faster, with the motorhome achieving a top speed of 134 mph.

The motorhome is now located at the UK Karmann Mobil dealer based in the East Midlands and will be displayed at various shows and events.

INSERT FOLDER FOR THE COLORADO T1 RS

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Karmann Mobil

Karmann Mobil GmbH have been producing superb quality motor homes for many years. We are a world-renowned German company who have always set extremely high standards and consequently are held in high regard by the motorhome industry. You will recognise the name from our association with Volkswagen on the Beetle and the camper.

We have recently established a UK dealership, based in the East Midlands.

Contact Details

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KILN DESIGN

Kiln Design was established early in 2007 and specialises in the brand development and brand realignment of small to medium businesses. In particular we have experience in working with manufacturing, aerospace, automotive industries and companies associated with energy efficiency.

Based on the border between North Nottinghamshire and Derbyshire, the two key members have over 25 years combined experience in the area of digital media and design.

Although branding is our passion, we are also able to offer the following services:

- Print design
- Website development
- Multimedia
- Exhibition Stands
- 3D animation and illustration
- Illustration
- Copywriting
- Advertising
- Search Engine Optimisation

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