

BE RECOGNISED AS THE GO-TO IN  
YOUR FIELD & INCREASE YOUR  
BRAND EXPOSURE WITH NEW  
CARAVANNERS

# How, to Van

**FUTURE  
LEADERS**  
Caravan Industry  
Association of Australia

**Caravan Industry**  
Association of Australia



# THE NEW NATIONAL SITE FOR HOW TO CARAVAN

IT'S CARAVANNING  
FOR DUMMIES!

How to  
Van

Reach new caravanners and customers and position your brand as the go to for your products and field of expertise!

How To Van ensures caravanners are being reached by the best brands and the right expert advice.

With more inexperienced caravanners hitting the road than ever before, there is a need for a central source of education to ensure caravanners are buying smart, using their equipment correctly, towing safely and using etiquette & courtesy in parks.

How To Van is the new central source for tutorials, tips and how to's for caravanners.

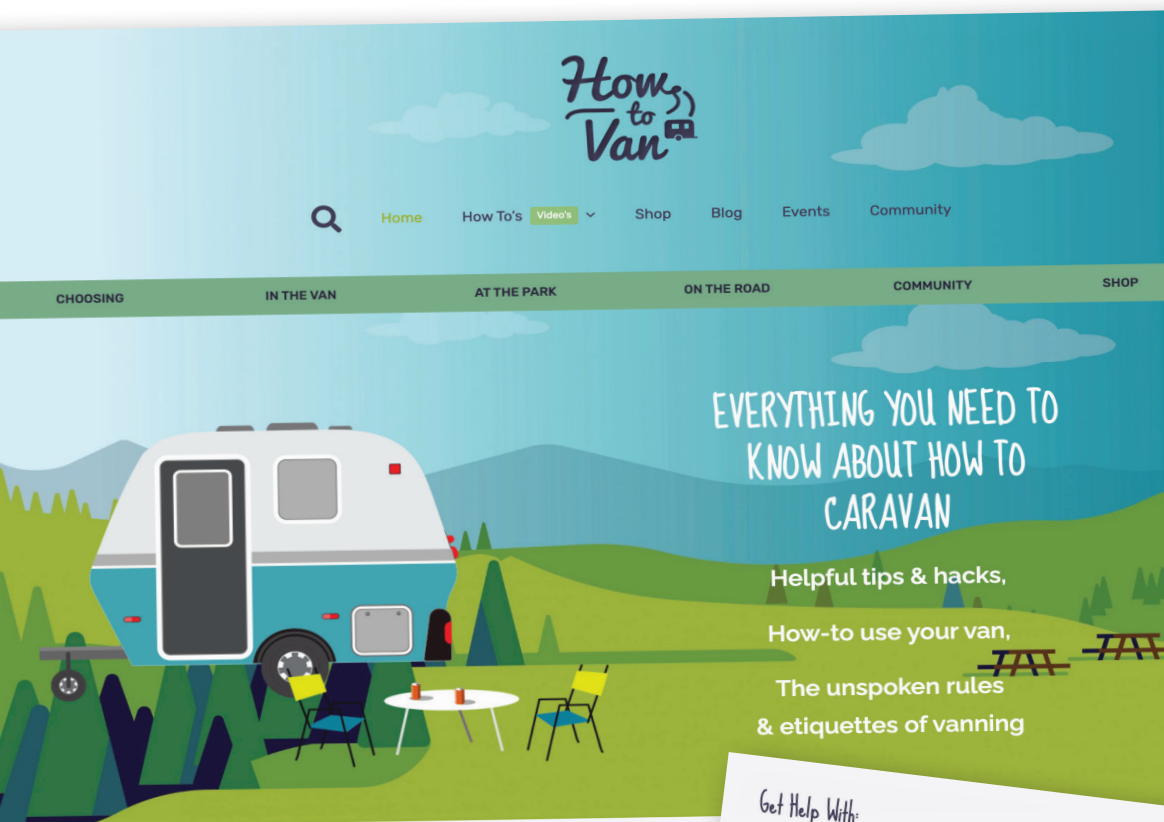
The site is designed engage and educate new (and seasoned) caravanners as they consider purchasing their van, prepare for travel, and when they use new equipment for the first time.

SHORT HOW-TO &  
EDUCATION CLIPS

ETIQUETTE &  
THE UNSPOKEN RULES  
OF CARAVANNING

IN-PARK TRY  
OUT EVENTS

RETAIL PRODUCT  
LISTINGS &  
EXPOSURE



## WHAT'S NEW

THE LATEST UPLOADS



AGM or Lithium –  
how to choose your  
caravan battery  
Help Choosing

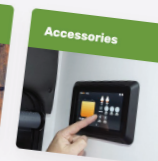


How to use &  
empty your porta  
loo/ toilet  
In The Park, In The Van



Caravan Park  
Etiquette – The  
unspoken rule  
parks  
In The Park

Get Help With:



## EVERYTHING YOU NEED TO KNOW ABOUT HOW TO CARAVAN

FROM HOW TO SETUP YOUR ANNEXE & PACK YOUR VAN SAFELY,  
TO CARAVAN PARK ETIQUETTE AND THE BEST WAY TO PACK  
YOUR FRIDGE

WE'VE GOT THE BEST IN THE INDUSTRY TO GIVE YOU EASY  
INSTRUCTIONS ON - EVERYTHING IN AND AROUND YOUR VAN!

Whether you're new to caravanning or a seasoned nomad,  
here's your central source for all things caravanning. How  
To's, Step by Step video's, Instructions, Tips, & getting the  
most use out of your time on the road.

Here's help with:



# BE SEEN & RECOGNISED AS THE GO-TO IN YOUR FIELD

- ✓ Gain More Exposure & Credibility For Your Brand
- ✓ Minimise Warranty Claims
- ✓ Reach new customers at different stages in the industry

## How You Can Get Involved:

UPLOAD A 'HOW TO'

PAID AD SPACES

LIST YOUR PRODUCTS

LIST AN EVENT

**CONTENT SPONSOR**  
**THETFORD**

### How to empty your toilet in a dump point

How to use & empty your porta loo/ toilet  
September 22, 2019

How To Van  
YouTube

**AD BANNER**

NEWEST BLOGS & UPCOMING EVENTS

HAVE YOUR SAY!  
CARAVAN PARK ET TRAVETTES

TRY IT OUT  
weekend

**Product categories**

- > Accessories
- > Bathroom & Sanitisation
- > Heating & Cooling
- > Kitchen & Cooking
- > Merch
- > Sale
- > Storage

**RECENTLY VIEWED PRODUCTS**

- Dometic CoolAir Airconditioning  
~~\$2,799.00~~ **\$2,500.00**

ABOUT THIS SPONSOR

Categories:

**BM PRO**  
Powering Adventure

**GET SETUP**

**Enamel Camp Mug**  
~~\$29.00~~ **\$19.00**

**Dometic CoolAir Airconditioning**  
~~\$2,799.00~~ **\$2,500.00**

**MYCOOLMAN Cooler Fridge**  
~~\$2,799.00~~ **\$2,500.00**

**Starter Hose Kit**  
**\$129.00**

**Engel 76L Fridge**  
~~\$399.00~~ **\$699.00**

**Thetford 20L Porta Potti Toilet**  
~~\$399.00~~ **\$699.00**

(conceptual only)



## Help & Tips

Before you choose your van



AGM or Lithium – how to choose your caravan battery



Offroad or Semi-off road – what's the difference?

Subscribe

View All

SPONSOR A HOW-TO OR LIST YOUR PRODUCT

Before your first stay



How to use & empty your porta loo



Caravan Park



Packing your right way

The site will be promoted:

- Nationally through industry bodies, databases & social channels
- Through dealerships, parks & retailers across Australia
- At the National Conference
- At participating State Caravan Shows
- On social media with paid ads

Safety on the



# STORE

GET YOURSELF SETUP

(conceptual only)



**Dometic CoolAir**  
Airconditioning

Heating & Cooling  
\$2,799.00 \$2,500.00



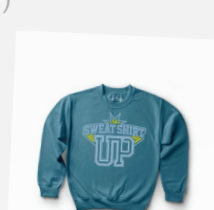
**Lounge Cushion**

Accessories, Merch  
\$24.99 \$12.99

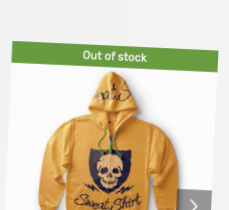


**Enamel Camp Mug**

Kitchen & Cooking e...



Sweatshirt



Out of stock

**Bodie Sweatshirt**

Merch  
\$32.00 - \$48.00

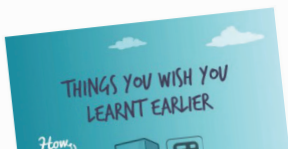
Newest Blogs & Upcoming Events



Have Your Say: Give us the unspoken rules and etiquettes of caravanning!



Try It Out – Gold Coast – DEC 23



Connect with us



Join Us On Facebook





JOIN OTHER INDUSTRY EXPERTS IN  
IMPACTING HOW THE NEXT GENERATION OF CARAVANNERS

WHAT IS  
HOW TO VAN  
ACHIEVING >>

EDUCATES THE NEW TO INDUSTRY & INEXPERIENCED  
ON THE UNSPOKEN RULES OF CARAVANNING

IMPROVES CONSISTENCY OF HAND-OVER/  
EDUCATION AT BEGINNING OF CARAVANNING JOURNEY

REDUCE WARRANTY & REPAIR CLAIMS WITH CENTRAL  
EDUCATION & PRODUCT USE INSTRUCTIONS

ENSURES BETTER IN PARK EXPERIENCE FOR ALL  
(GUESTS & PARKIES) WITH ETIQUETTE & TIPS

REMINDS CUSTOMERS OF THE THINGS THEY  
MIGHT FORGET AFTER HANDOVER -  
REDUCING SUPPORT CALLS

SHOWS THE UNDER 40s IT'S NOT JUST FOR G-NOMADS

PROVIDES AN OPPORTUNITY FOR PARKS & TRADE  
TO COLLABORATE

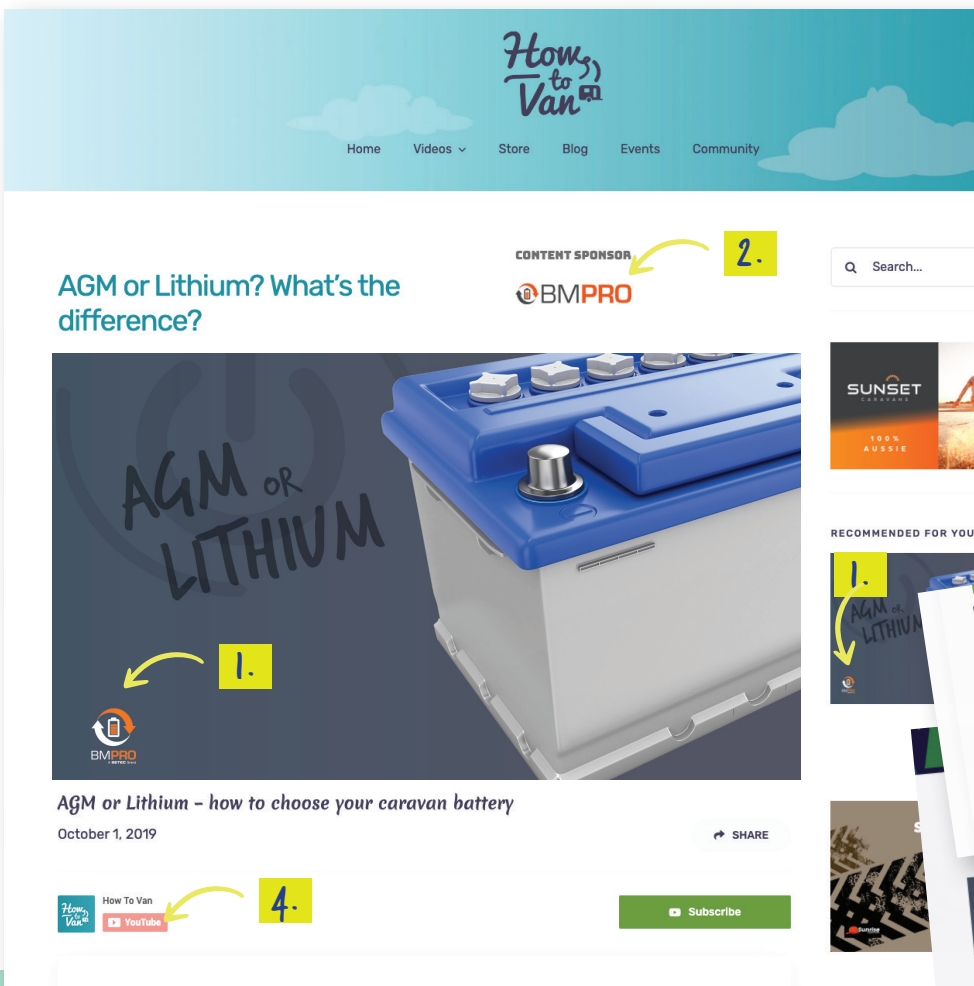
WHO IS THE TARGET AUDIENCE?

FAMILIES - PROFESSIONAL COUPLES - CAMPERs - TOURERS - SEASONED TRAVELLERS



GET INVOLVED:

# 1. SPONSORED HOW-TO'S & BLOGS



The hero content of the site will be short clips & blogs to educate vanners on how to caravan & use their products

By hosting a 'how to' or tutorial, you get to provide expert advice related to your products or services & be seen as the go-to brand for that topic/product.

LAUNCH OFFER!

390 +gst

EACH TOPIC, FIRST 25 TOPICS\*

## For every topic, you get:

1. Logo overlay on the promoted video clip
2. Dedicated website page per topic & sponsor header
3. Exclusive branding across your topic page
4. Business profile & website link in the clip description
5. Video promoted on the HTV YouTube channel
6. Your website link listed in YouTube descriptor
7. Up to 45 seconds video time for 'how to' clip (you provide or we can help production)
8. Up to 15 seconds video time for 'how not to' (funny) (you provide or we can help production)
9. Branded exit tile/frame for logo and website



CATEGORIES OF CONTENT:  
HELP (CHOOSING/BUYING  
KNOWING YOUR VAN/ FEATURES  
STAYING IN PARKS/ PARK TIPS  
ROAD/ TOWING SAFETY  
ACCESSORIES & PRODUCTS

\*\$550 after first 25 topics  
GET IN FIRST!

Your rate covers:

- Design of your opening feature image/tile in brand theme
- Templating your clip/video to fit the 'How To Van' format
- Section animators in clip
- Final how to clip creation from supplied content
- Design of your dedicated topic/content page
- Uploading of your clip to Youtube
- Setup of your descriptions and business links on HTV & Youtube
- Configuring your page for SEO

We encourage you to champion the under 40's and budding content creators in your company to create the content for your topic. Short clips - under 1 minute - are best. Videos may be checked by national body for compliance and correctness.



GET INVOLVED:

How to Van

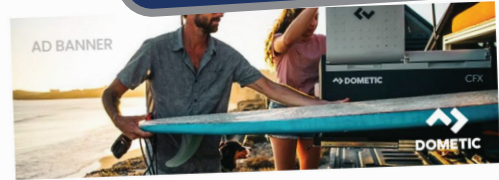
# 2. AD BANNERS

Strategically placed sliding ad banners that promote your brand and drive you new website traffic

LIMITED SPACES AVAILABLE!

ONLY 2 SPACES!

HOME PAGE  
**3500** +gst  
for 1 year!  
ONLY 2 SPACES TOTAL!



Newest Blogs & Upcoming Events



ONLY 2 SPACES!

HOW TO SIDEBAR  
**2250** +gst  
for 1 year!  
ONLY 2 SPACES!  
SHOWS ON ALL HOW TO PAGES

How To's Video's Shop Blog Events

CONTENT SPONSOR

Sponsor logo Here



RECENTLY UPLOADED



ONLY 2 SPACES!

SHOP SIDEBAR  
**2250** +gst  
ONLY 2 SPACES  
SHOWS ON ALL SHOP & PRODUCT PAGES

- > Merch
- > Sale
- > Storage



Sale!



Recently Viewed Products

Dometic CoolAir Airconditioning  
~~\$2,799.00~~ \$2,500.00

**MYCOOLMAN** Cooler Fridge  
~~\$2,799.00~~ \$2,500.00

GET SETUP



GET SETUP

ONLY 10 SPACES!

CATEGORY BANNER

**1700** +gst

ONLY 2 PER CATERGORY  
SHOWS ON ALL PAGES FOR 1 CATEGORY



MORE AT THE PARK VIDEOS



How to use & Caravan Park

Prices are for a 12 month period.

Ad spaces will be minimised across the site to avoid clutter and visual distractions - this guarantees maximum visibility of ad placements & more site engagement.

Advertising revenue goes toward funding activities that generate further exposure for the site such as social campaigns, print collateral, & state show exposure

EXCLUSIVE ADVERTISING WITH

A MAXIMUM OF 10 ADS:

- Home page ad banner
- How To pages sidebar
- 5 x How To Categories
- Shop/Product sidebar
- Park Directory Sidebar (coming soon)

Dealer Directory Sidebar

(coming soon)



GET INVOLVED:

# 3. PRODUCT LISTINGS

How to Van

## STORE merch & gear

List your products to capture new buyers at the first stage of their caravanning journey

IDEAL FOR THE PRODUCTS NEW CARAVANNERS AND CAMPERS NEED WHEN SETTING UP FOR THEIR FIRST FEW TRIPS

Price is for a 12 month listing period!

We send traffic directly to your own website product page to purchase with you direct. No commissions!

# TYPICAL HOW TO VIDEO FORMAT



We provide

1. Feature splash screen

THETFORD



We provide

2. Funny/Fail title (optional)



You or We Provide

3. 10-20 sec funny



We provide

4. HOW TO title



You provide

5. 45-90 sec punchy, simple 'how to' video clip (unedited & phone filmed is also ok!)



We provide

6. End screen with sponsor & HTV

Caravan Industry Association of Australia



**We take the effort out of needing to create your own content!**

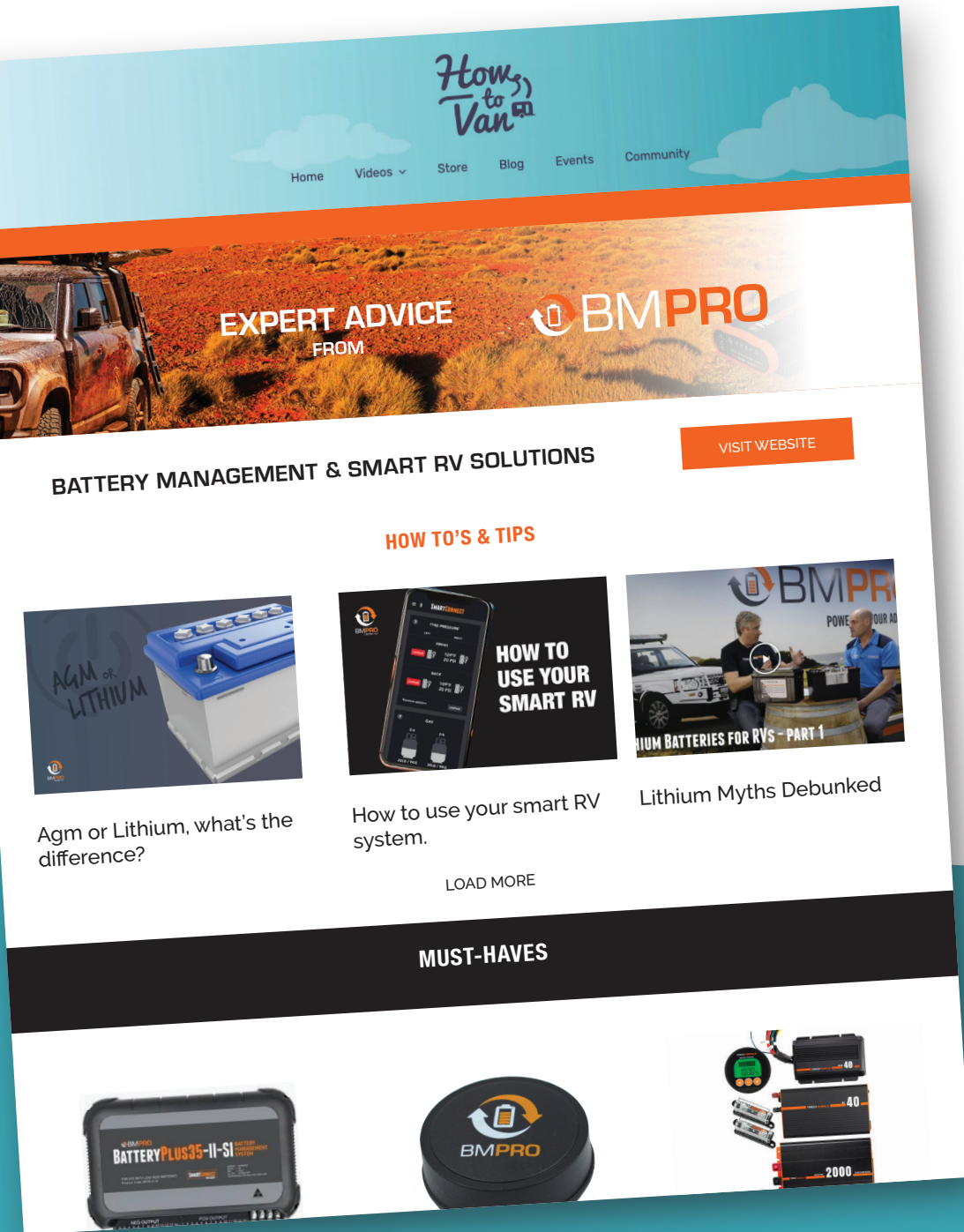
**Send us your raw clips, we create the quality 'how to' & you can share it to your own channels!**

GET INVOLVED:



# 4. BRAND PAGES!

## GET NATIONAL EXPOSURE WITH NEW AUDIENCES



**We compile all of your How To's into a custom branded page so you can promote your content easily & new caravanners can discover you!**

**LAUNCH OFFER!**

**1200+gst**

**FIRST 10 BRANDS\***

**\*\$1500 after first 10 brands GET IN FIRST!**

- ✓ Centralise your best tips & how-to's
- ✓ Increase the chances of new customers discovering your brand
- ✓ List How To's and Products
- ✓ Direct website traffic links & on page lead form

- Includes 2 x How To Pages
- Includes 2 Product Listings
- Link to all your 'How To's & product listings
- Includes a business profile to educate new vanners about you and why they should choose you
- Includes website links to drive more traffic to your site
- Professionally designed to match your brand
- Link up to 10 How To's & 10 products
- On page contact form for direct leads & enquiries



# EXTRAS FOR PROMOTING YOUR CONTENT

## Branded Flyers

PERSONALISED  
TO YOUR BRAND!

Great for :

- counters & sales desks,
- attaching with new caravan contracts,
- giving to your guests at check-in
- adding in to product boxes & deliveries
- attaching to sales receipts
- reducing after sales enquiries



x 250 , \$175+gst, inc. delivery

x 1000 , \$225+gst, inc. delivery

## Web Banners



No cost

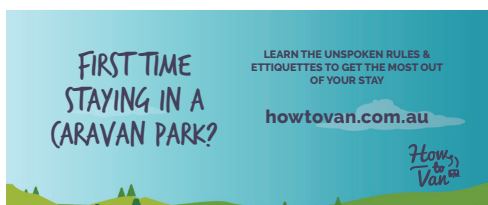


Personalised  
\$55+gst

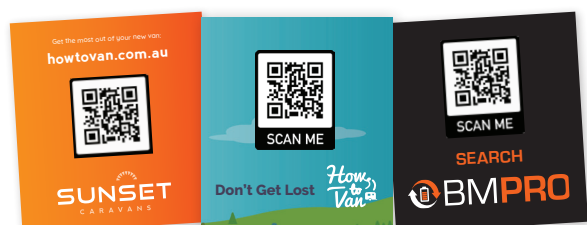


## In Room Signs

No cost



## Dealer / Retail Resources





How  
to  
Van 

LET'S GET STARTED  
reserve  
your topics!

**CLICK HERE**

or go to [www.howtovan.com.au/signup](http://www.howtovan.com.au/signup)

An initiative of the:



**Caravan Industry**  
Association of Australia

Marketing & Media Partner

**HOLIDAY  
BRANDS**