

# PRESS RELEASE

## **TWOFOLD BRAND EXCELLENCE: GERMAN BRAND INSTITUTE AWARDS CROSSCAMP WITH TWO 2020 GERMAN BRAND AWARDS**

Isny, June 18, 2020 – The German Brand Institute has awarded CROSSCAMP, the brand of the Erwin Hymer Group (EHG) for compact camper vans, not one but two of their annual German Brand Awards. The jury of experts from the institute founded by the German Design Council was impressed by the overall "Urban Outdoor" concept the brand launched in 2019.

The eight-member jury of the German Brand Award, chaired by Andrej Kupetz, the Chief Executive of the German Design Council, awarded CROSSCAMP both the "Best-of-Best" label in the "Product Brand of the Year" category and the Gold Award in the "Transport & Mobility" category. In particular, the experts for brand management and sustainable brand communication praised the "consistent translation of the growing urban outdoor trend into an innovative vehicle concept," the "strong and excellent brand management," the "catchy name" and the "authentic brand world" associated with the young camper van brand of the Erwin Hymer Group. The institute received a total of some 1,200 entries this year.

## **DIGITAL CROSSCAMP BRAND LAUNCH: "A MARKET ENTRY KICKSTART"**

"With CROSSCAMP, we have responded to the growing demand of people for a compact and versatile camper van in 2019. It can be used flexibly in everyday life as well as a leisure vehicle. The deliberate digital focus of our CROSSCAMP communication enabled us to really kick start the market launch," explains Stefan von Terzi, Head of Marketing & Communication of the Erwin Hymer Group. "As a product, CROSSCAMP breaks new ground in communication and marketing. We are therefore very pleased that the German Brand Institute has now honored this fresh brand approach with two German Brand Awards at once."

## **CROSSCAMP – THE INNOVATIVE CAMPER VAN BRAND FOR CITY TRAFFIC AND LEISURE**

Whether as a comfortable city shuttle, as a transporter for shopping and moving or as a fully equipped camper van for a nature and leisure experience on the weekend: with its compact and straightforward design, the CROSSCAMP addresses new target groups and demands in the Millennial and Generation Y segments of the urban multi-functional vehicle market.

"Due to increasing urbanization and large-scale densification in urban areas, more and more people feel the desire for nature and originality," says Stefan von Terzi, explaining the strategic background of the brand. "At the same time, the target group cultivates a digital lifestyle and likes to share their everyday and leisure experiences via social media. This marked the starting point of our communication for CROSSCAMP". In this way, the brand presents itself where its target groups are found – in social networks and blogs, which are all about nature experiences which feature a very special aesthetic and lifestyle. CROSSCAMP is the first brand of EHG to fully rely on digital communication channels, making it a pioneer in influencer marketing as well as in content generation and distribution.

## **FROM SOCIAL MEDIA TO RETAIL: SUCCESS THROUGH DIGITAL LEAD MANAGEMENT**

The overarching goal of the online campaign was to generate qualified leads via social media to directly assist retail partners in their vehicle sales activities. To this end, a systematic lead management concept was established for the CROSSCAMP brand launch, from initial contact to purchase – with data-based

coverage generation, early and cost-efficient transfer of interested parties into proprietary channels and CRM-supported, automated transfer processes.

## **ABOUT CROSSCAMP**

CROSSCAMP is the new brand for the compact camper-van segment by the Erwin Hymer Group. The home of the brand is the Erwin Hymer Group's competence center for camper vans in Isny, Germany. CROSSCAMP vehicles prove their worth in everyday urban life as well as on weekend adventures or extended holidays. The CROSSCAMP is just as flexible as its owners and the perfect partner to achieve the ultimate urban outdoor feeling. [www.crosscamp.com](http://www.crosscamp.com)

## **ABOUT THE ERWIN HYMER GROUP**

The Erwin Hymer Group unites motorhome and caravan manufacturers, motorhome and caravan accessory specialists as well as hire and financing services under one roof. In financial year 2017/18, the Group achieved a turnover of 2.5 billion euros with more than 7,300 employees world-wide and around 62,000 recreational vehicles. The motorhome and caravan brands American Fastbacks, Buccaneer, Bürstner, Carado, Cliffride, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Roadtrek, Sunlight and Xplore, the motorhome hire companies Best Time RV, McRent and rent easy, the chassis specialist Goldschmitt, the accessories specialist Movera, the trailer tent manufacturer 3DOG camping and the touring portal freeontour all belong to the Erwin Hymer Group. [www.erwinhymergroup.com](http://www.erwinhymergroup.com)

## **ABOUT THE GERMAN BRAND AWARD**

The German Brand Awards is a competition organized by the German Brand Institute. This Institute was founded by the German Design Council and the consulting firm GMK Markenberatung in order to strengthen brand management as a critical success factor for companies competing in both the domestic and international markets. The award intended to function as a catalyst in the German brand sector, bringing together the most important brand manufacturers and sparking dialogue. With the German Brand Awards, the Institute has created one of the most important prizes available to German brands. [www.german-brand-award.com](http://www.german-brand-award.com)

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