

CASE STUDY

Start-Up Launch

CLIENT:
SylvanSport

PROGRAM:
Start-Up Launch

COMMENTS:
"Coolest. Camper. Ever."
National Geographic Adventure magazine

"The startup's new creation is the Go. But don't call it a camper or trailer. It's sort of a Swiss Army knife of vehicles."
-- *Business Week*, Gold IDEA Award



SYLVANSPORT

CLIENT:

SylvanSport, headquartered in Cedar Mountain, NC, was founded in 2004 to develop outdoor gear for adventure enthusiasts, whether they be on a mountain, a river or in the backyard! The company's initial launch has been fueled by introduction of its "GO Mobile Adventure Gear," touted as 'the coolest camper ever.'

PROGRAM:

To create a new recreation-vehicle category based on lifestyle solutions for a growing demographic of active, fun-seeking adults and their families . . . with SylvanSport considered an innovative thought-leader.

PR OBJECTIVES:

- Support investor and distribution plans through business and trade-category media relations and trade show initiatives
- Generate consumer awareness and sales leads
- Position 'GO' as a pioneering new innovation in the adventure gear category and, by so doing, elevate SylvanSport as a pioneer in the next generation of mobile transport gear

PR RESULTS:

- 'GO' receives unprecedented accolades from leading institutions, including "Best New Gear of 2008" (National Geographic Adventure)
- Media exposure generates national and international demand
- Social media feeds brand launch and business plan success



The New York Times

As Gas Prices Swell, Trailers Shrink



POP-UP CULTURE The Ender family and their Go trailer.

By DAVID HOWARD
BRIAN ENDER'S 30-day road trip this summer from his home in Bend, Ore., to his native lands of the Midwest unfolded like an American greatest-hits tour: national park campgrounds, stops in the Tetons, a visit to Old Faithful. His 6- and 4-year-old sons were ecstatic when a buffalo wandered through their Yellowstone campsite, and they relaxed in his dad's cabin in northern Wisconsin. Good times. The funny thing was, the trip wouldn't have happened but for one thing: a new trailer/tent hybrid called the SylvanSport Go.

Mr. Ender, 41, a special-education teacher, had done the math: flights for his family of four and renting a car would have cost around \$3,000, which seemed prohibitive. He didn't want a motor home. "I don't want to sound like an elitist," he said, "but I've never been interested in the hotel-room-on-wheels R.V. thing." And Mr. Ender didn't have a vehicle powerful enough to pull a full-sized pop-up camper. Then he read about the Go, released in stores in April, in

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BEST OF ADVENTURE '08 / ROAD



THE BASE CAMP

Coollest. Camper. Ever. The SylvanSport GO is the camp trailer for people who've never even thought about camp trailers. Light enough to be pulled by a Mini Cooper, the GO unfolds into a Kelty tent that sleeps four and has some seven feet of headroom, screened windows, and a dining table. It also features 24 cubic feet of internal gear storage and the ability to host a roof rack for bikes, boats, and anything else (\$7,900; sylvansport.com).

