

BCF

BCF are a major player in the outdoor retail arena, selling a vast range of boating, camping and fishing equipment to the Australian market. To engage with the lucrative over-55 demographic, they created a range book, showcasing the breadth of caravan accessories to raise awareness of the brand and increase sales.

OBJECTIVE

With the Australian caravanning market estimated to be worth over \$2bn and growing at a rate of 2.4% year on year (IBIS), BCF were keen to take large strides into this territory, creating awareness, increasing sales and driving growth. Key to this growth are the 'Grey Nomads', the growing army of retirees aged 55+, who regularly travel the country in their caravans and motorhomes.

METHOD

To target this potentially lucrative market, BCF created an online range book to sell the dream of being outdoors and enjoying the comforts of home while navigating the nation's iconic landscape. Using BCF Brand Ambassadors and outdoor experts, the book used a rich narrative with tongue-in-cheek copy about how using BCF Products can create a stress-free journey. Distributed just before Easter – the peak time for caravanning – the book achieved maximum impact in the preparation phase of the season.

RESULTS

Using a multi-channel approach with owned channels of social media, website and eDM, BCF gained an impressive reach of over two million. It also achieved the second-highest click-through rate in the eDM and a massive 1.8 million views. This resulted in an incredible sales increase of 300% year on year and multiple products achieving a 300% sales increase. Effectiveness was also impressive, with an 87:1 ROAS.

CONCLUSION

As BCF continues to push the importance of creative marketing to engage with their customers, this 'magalogue' is a perfect demonstration how this can make a real impact in the market and deliver extraordinary sales growth. This campaign landed BCF well and truly on the caravanning map.



300%
SALES INCREASE

Image Sourced: BCF