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Airstream Report
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Live Riveted

Airstream's history goes all the way back to 1896 to the OG airstreamer himself, Wally Byam. He was inspired in Baker City, Oregon while living with his grandparents in a wooden wagon on the sheep farm they owned. Back in the day, it was towed by a donkey and at present his inspiration journeyed its way into becoming a traveling trailer. Later on, Byam and his wife loved camping trips, except for sleeping on the ground in a tent. This prompted Wally to ideate a functioning mobile tent contraption, which was met with popularity among many such travellers and officially took off as a business. By the end of 1931, he had a small trailer factory in California; during this era, the so-called off-roading lifestyle had exploded. Airstream's biggest accomplishment as well as its advantage that prompted it to live as of 2024, was the fact that the 400 manufacturing competitors were forced to shut down during the Great Depression, which led Byam's business to flourish as he withstood the difficulties. While he road-tripped through different continents like Europe and Asia, he kept improving his model to perfection. As years went by, more and more amenities, such as water heating systems, were introduced through different partnerships. Today, many avid followers of this company also created the Vintage Airstream Club. The company has truly stood the test of time and has gone from installing the most basic features to some of the smartest technologies that allow for the monitoring of blinds, batteries, lights, and much more.

The Communication Blueprint

This report aims to analyse many different aspects of Airstream's communication segment and its overall global campaign. Through the adoption of the five general tools, which include advertising, sales promotion, public relations, direct marketing, and personal selling, an in-depth assessment of their digital (website) and social media marketing will be given the main focus. In addition, the thematic areas of content, usefulness, visual appearance, style, and ease of use will be examined. Valuable insights will be garnered to provide an accurate understanding of how this luxury trailer company with a rich history conveys itself to its audience and consumers.

www.AIRSTREAM.com

As one clicks on the above website, the first impression is created on their hero section through their slogan, "Live Riveted" against the scenic mountain backdrop, along with their logo on the classic caravan product. This immediately crafts a luxury meets nature context, both of which are attractive features. The following slides showcase elegant partnerships with the use of phrases, such as, "Unwind in Style" or "Roll with the best" to support the

same context. For ease, a small hyperlink, 'Learn More' has also been provided, which in my belief is a good use of Call-to-Action that could draw an interested user to tap on. Scrolling down to the end, the focus on their RVs is consistent through the featured products welcoming a user to explore the different varieties and types. The navigation menu is symmetrically split according to the order of priority, with travel trailers, touring coaches, and shopping tools starting on the left; and the sections for owners, company, community, and support continuing on the right. At the bottom of their page is a mini slideshow that appeals to those interested in why they should choose this company which is created by images with a timeless historical feel.

The visual elements beginning at the homepage which are repetitive all across the website are categorised by a single-column layout, within which there is a horizontal full-image panel and card layouts for the display of the blogs/ support Q&A sections. The website has an uncomplicated and clean aesthetic with mostly black and white running throughout, with accents of primarily two colours, Puce Red (Hex #742340) and Crayola (Hex #B15C31) with enough use of negative space. The font that has been prescribed on this website is Foundation Sans with a variety of typefaces that have been used such as Black, Bold, and Roman, which surely follow some of the latest design trends of 2024. Upon accessing their product menu items, 'Travel Trailer & Touring Coaches', an array of graphical model illustrations of their products are portrayed linked with their starting prices. Each product comes with decluttered information with supporting nature-inspired graphics of floor plans, exteriors, interiors, and a specific enlarged model, very similar to when viewing the Apple iPhone models. The content and text used are almost storytelling each time, for example, instead of using 'Social Responsibility' on its own, a second line, 'Responsible by Design' is paired before visiting the link. This can be seen again under 'Careers' which has been coupled with 'Be part of an iconic legacy'. The typed content includes quotes from the founder, continuous use of the slogan, persuasiveness in writing style, and is made to feel personalised for you. Exaggeration can be observed for instance, when saying 'Boundary Pushing', making users feel like an 'oh wow' moment. All these greatly aid Airstream in building an image of a snazzy, ultra-plush brand.

The feel created is very sophisticated aforementioned and the prices correctly target high-end customers. This also means that there is a necessity for the customer to look into everything there is before making such a pricey purchase. Through the 'Shopping Tools' menu, the user experience is smooth; options of model configurators, comparison guides, and 3D interactive tours have been provided including important information with regards to how to purchase and finance an RV. A section for commercial buyers and previous projects

has been separately designated. Owners of previous purchases also have their set of resources, and travel guides, locking it up with a sense of communal feeling through club memberships. With contact forms asking for the owner's unique stories of their airstream, there is a sufficient level of engagement that can be potentially integrated into their social media. The essence and spirit of Wally Byam, who said "To strive endlessly to stir the venturesome spirit that moves you to follow a rainbow to its end...and thus make your travel dreams come true", has been captured within many recurring elements of the company website, genuinely reflecting the brand.

Unleashing Online Charm

Encapsulated in the Live Riveted® Blog, one can find Spotify Archives, with three blogs, a multitude of playlists spanning from 2019 and 2020, and over 100 hours of listening time. It is inspired by different genres for their Road Trip collection. The last one that came out was 'Airstream ANTHEMS' which compiles songs from the last sixty years. Who does not enjoy music? This aims for almost all demographics, even if they do not own a trailer yet, everyone can enjoy good hits while on long drives.

On Facebook, the Intro includes 'Welcome to the official page for Airstream friends and fans to meet and share', which instantly delivers to who it is reaching out to. The entire functioning idea of Facebook seems to be to engage. By looking at the last 20 posts, at least a third ask to share unique interiors, summer memories, or an airstreaming pet. The second most important feature is given to sustainability, by celebrating carbon neutrality, Earth Day, or partnering with the national forest foundation in saving trees. That is definitely how they would like to be seen as a brand and it is also coherent with the choice of videos and graphics they inculcate in all their social media marketing. Finally, information on new products, such as installing microwaves, twin beds, or even a power-standing desk has been included here and there.

Many comments also pour in on their Instagram which are usually similar to the same posts on Facebook. What sets Instagram aside is the promotion of Work Anywhere and Beyondland philosophies, involving different humans of Airstream tied with some of their offbeat stories. There is also this roadside assistance help uniquely called Coach-Net, and the boosting of brand collaboration with Pottery Barn, which could also help bring in future consumers from their pages. What shines though are the tagged posts through their slogan hashtag, which are full of various sceneries with their happy RV owners.

The technical aspects with regard to internal company goals, history, achievements, and current collaborations are collected on LinkedIn, as this invites potential automotive enthusiasts to consider the company as a work option. The content in the 'about' section is a storytelling style emphasising on Wally's innovation and value proposition and how it came to be today. Some 3-minute read articles feature stories from the Airstream Club. More business collaboration could be attracted through their feed, such as suppliers of certain parts they require, which is why more attention should be given to making it more professional.

The videos posted on YouTube are long and informative which target a more mature audience. It certainly gets more technical than the LinkedIn page. Moreover, there are videos inaugurating their latest range of products with panel discussions as well. In my opinion, it is one of the most well-rounded accounts offering many sorts of content such as plant tours, first looks, and real experiences. There is less use of YouTube shorts and does not really follow any particular aesthetic, falling more on the side of information.

The Pinterest board is filled with dreamy fantasies of owning an Airstream with blogs, for instance, that advise a list of things to consider before buying an Airstream. It resonates with the brand image giving airy outdoor photos of the trailers, whether it is camping somewhere with fairy lights, or expensive oakwood interiors. What is consistent through all media channels are still some lack of many followers, they need to focus on enlarging their range.

Other tools

Airstream's public relations efforts are integral to its communication strategy. Through strategic initiatives such as sponsorships, media relations, and community engagement, Airstream strengthens its ties with consumers and stakeholders, fostering goodwill and once again positive associations with the brand. One key aspect of Airstream's PR strategy is its sponsorship activities, which align with its brand values and target audience. By sponsoring outdoor events and partnering with environmental organisations, Airstream reinforces its image as a champion of adventure and sustainability, resonating with consumers who share similar values. Additionally, Airstream's media relations efforts help amplify its brand message and reach a wider audience through earned media coverage. By forming relationships with journalists and media outlets, Airstream tries to secure positive press coverage and publicity, which then goes on to enhance its visibility and credibility. Furthermore, Airstream's community relations initiatives play a crucial role in fostering connections with local communities and stakeholders. Through partnerships with NGOs and

community outreach programs, Airstream demonstrates its commitment to making a positive impact beyond its business operations

Airstream employs various sales promotion techniques to incentivize and drive sales. Events and experiential marketing, such as RV shows and dealership events, allow consumers to interact with Airstream products firsthand, creating memorable brand experiences. Promotions such as coupons, contests, and loyalty programs encourage repeat purchases and reward customer loyalty, further solidifying brand-consumer relationships. Similarly, Airstream fully leverages its unique strategies to reach and engage its target audience effectively. Content marketing initiatives, such as the Live Riveted® Blog, provide valuable resources and entertainment to consumers, positioning this trailer company as a trusted authority within the RV industry. Word-of-mouth referrals and influencer marketing collaborations take Airstream's brand message to newer levels trying to reach new audiences. Some room for improvement

The advantages of the way they have exhibited a connection with their audience by pulling different strings of emotions through visual appeals and design has been explored throughout this report. Let us also look on the contrary to see how they can take care of the smaller, more impactful components that could be of great benefit. LinkedIn is too focused on the historical parts of the company, even though this platform is used mainly by professionals. They could connect YouTube to their LinkedIn because youtube features more of what's happening currently and focus better on the technicalities. Repetitive posts are a commonality and there is sometimes a lack of defining where and who is being targeted. It needs to cater to specific demographics because instagram and Facebook have age differences so communication styles need to speak differently. Since a lot of their posts on youtube grab the attention of traditional individuals, they could potentially be missing out on high-networth young individuals who would also like to explore the art of nomading.

Positives

Airstream's communication strategy is fortified by several advantages that align with its mission and brand identity. Firstly, the strategy shows a consistency across various channels, which fosters trust and recognition. This consistency, which can be seen evidently in visual elements, messaging, and tone, basically bolsters its loyalty among consumers. The adept use of storytelling distinguishes this brand from its competitors, forming emotional connections with audiences through captivating narratives about founder Wally Byam and the company's cherished history. This narrative-driven approach evokes nostalgia and adventure. In addition, Airstream's emphasis on community engagement is crucial, cultivating vibrant communities of enthusiasts through platforms like the Live Riveted® Blog and social media channels, this in turn also helps to amplify user-generated content. Furthermore, Airstream's commitment to innovation and technology is evident in its digital communication efforts. Interactive tools such as model configurators and 3D tours enhance the user experience, empowering consumers to explore and personalise their RV options. This is the integration of quality through technology, which is much needed as of today.

Feedback on the Experience for Potential Consumers

For potential consumers, Airstream's digital communication offers an immersive and compelling experience that epitomises the brand's values of adventure, freedom, and quality craftsmanship. The website serves as a captivating portal into the Airstream lifestyle, enticing visitors to envision themselves embarking on extraordinary journeys. With its visual layout and intuitive navigation, Airstream's website seamlessly guides potential consumers through its product offerings. Rich multimedia content, including high-quality images, videos, and 3D tours, provides an immersive glimpse into the interior and exterior design of Airstream trailers, igniting the imagination of potential buyers. Moreover, Airstream's storytelling will make consumers connect deeply, tapping into their sense of wanderlust and aspiration. The inclusion of user-generated content and testimonials adds some level of authenticity, instilling confidence in the brand's quality and reliability. The integration of interactive tools and resources that help tailor their RV experience to their preferences and needs is a must in this company's case as their products are on the high-end side. Whether they are seasoned travelers or first-time RVers, Airstream's digital communication provides so much support, guiding them through the purchase journey with confidence and ease. In conclusion, Airstream's communication strategy seamlessly brings its brand identity and values together, to inspire consumers to embark on their own Airstream journey. Airstream

continues to uphold its legacy as a pioneer in the RV industry, through touching the hearts and minds of adventurers worldwide.

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