

# Results

## JOHNNO'S CAMPER TRAILERS



### INDUSTRY

Recreation & Leisure

### OBJECTIVE

To support the rapid growth of Johnno's Camper Trailers network through provision of key business elements, raise awareness of the brand nationally, increase retail sales and hire through existing Johnno's agents and increase number of franchises throughout Australia.

Big Ideas to provide marketing and promotions guidance to all Johnno's agents.

### APPROACH

Through a number of highly detailed research meetings and establishing a close business relationship with Craig and Lesley, Big Ideas was able to identify missing key elements of the business and set objectives to be addressed by the marketing strategy. This included marketing and business solutions as well as promotional activities.

### BUSINESS BENEFITS / RESULTS

Key results include:

- Creation of brand identity
- Development of Marketing Strategy
- Establish Business Operations Manual
- Website re-design
- Maintenance of consistent advertising templates
- Regular agent training
- Ongoing development of marketing collateral suite

**“Establishing a franchising business is no small task, so in March 2005 we turned to Big Ideas to develop a marketing strategy that would help us extend our agent network and provide us with solutions that support our business growth. 2 years later we are proud to say that Johnno's Camper Trailers are now Australia's fastest growing camping and leisure network. Thank you Big Ideas for living up to the challenge and providing great results!”**

*Craig & Lesley McGown, Directors, Johnno's Camper Trailers*

### Johnno's Camper Trailers

Established in 1999, Johnno's Camper Trailers meets the market requirements for quality camper trailers that are easy to use, affordable and built to withstand Australian conditions.

In its infancy, the business hired camper trailers within the Wide Bay region, but thanks to the rapid increase in demand for hires, the fleet was grown to six types of camper trailers within six months.

In 2001 the manufacturing and distribution centre was established in Maryborough, Queensland and due to the large number of hire and sales enquiries from all round Australia, the Johnno's Camper Trailers Network was founded. Johnno's Camper Trailers network is now Australia's fastest growing camping and leisure network with a total of 23 agents... and is still growing! The success of the network is built on producing quality products and offering reliable support and service to all agents.

The Johnno's Camper Trailers Network is making its mark in the industry, as a proudly Australian owned and operated organisation that epitomises affordable, comfortable holidays and creating magic moments for people in Australia's great outdoors.

### The Challenge

Despite, or because of the huge success of Johnno's Camper Trailers, the business was missing key elements to allow a healthy continuous growth of the network. “We were so busy fulfilling the demands of our customers and number of agents we serviced, we hardly had the time to take stock and plan for the future of our business, or address any potential threats to our company” recalls Craig. The team realised their need for professional and sound business advice and in August 2005, Big Ideas joined the team to provide the missing marketing and business solutions to the organisation.

### The Solution

The first step was to create a strong visual brand for the business, which

## COMMUNITY GAINS

Johnno's Camper Trailers offers high quality and reliable camper trailers to anybody wanting to explore the outdoors in style and with peace of mind. Friendly and helpful advice is the trademark of all Johnno's agents. Now the fastest growing camping and leisure network in Australia, the business is making its mark in the industry, as a proudly Australian owned and operated organisation that epitomises affordable, comfortable holidays and creating magic moments for people in Australia's great outdoors.

## ABOUT BIG IDEAS

Big Ideas are the leading marketing & promotions specialists in the Wide Bay region offering fully integrated creative marketing, communications, advertising, design and internet solutions for both regional and national clients.

Established in 1992, Big Ideas has grown from a single-person consultancy to a multi-faceted business employing a team of creative and strategic professionals.

Big Ideas has a diverse family of clients, ranging from micro business to corporations, retail to professional services, franchises to tourism to government departments.

From business imaging to strategy formulation to the implementation of marketing programs, Big Ideas provides creative, contemporary and individualised approaches to a range of business development needs.

was later enhanced by the addition of "Johnno" – a caricature developed to capture the relaxed and fun-loving aspect of the Johnno's Camper Trailers brand.

Marketing Strategy objectives were to raise awareness of the Johnno's Camper Trailers brand nationally, increase sales and hire through existing agents and to grow the network. The plan also included promotional activities such as advertising and the revamp of the existing Johnno's website [www.campertrailers.com.au](http://www.campertrailers.com.au).

"We wanted to make sure that all new agents joining our network, were given the same valuable information and guidance, and that our business values weren't lost during the heavy growth period", says Lesley. In July 2006, Big Ideas established the Business Operations Manual – a bible for all Johnno's agents - providing direction on topics such as corporate standards, legal requirements, administration and accounting, marketing, promotions, customer service, human resources, franchise development and planning – a huge asset to the business and all agents.

Big Ideas also fulfilled the collateral needs of Johnno's Camper Trailers, creating eye-catching, fun and informative product brochures that can be used for both sales and hire promotions.

But the 'big ideas' didn't stop there. As more and more agents joined the team the need for training was quickly identified. "All new agents coming on board have very similar questions and of course need to receive in-depth product training", says Craig. "We also want to get to know our new agents and welcome them to the Johnno's family and have fun together", adds Lesley.

"Big Ideas know our organisation inside out and every quarter facilitate a training weekend for all newcomers to the network. They also coordinate and host our annual 'Johnno's Jamboree' – a weekend meeting for all agents, where we introduce new products, listen to interesting keynote speakers, exchange ideas and generally have a really good time."

Johnno's Camper Trailers success continues with the appointment of its 24th member and more agents are lining up on the horizon. The business is looking to establish further agents in Australia and is aiming to be recognised as the Number One provider of camper trailers internationally. With the strong foundations in place, there is nothing stopping this business continuing its growth in the coming years.