

For immediate release

Go RVing Canada and doug&partners encourage more Canadians to get their heads back into Wildhood



March 25, 2019 (Toronto) – With RVing show season in full-swing, just ahead of the key RVing spring season, **Go RVing Canada** is ramping up efforts to get more Canadians to consider the RVing lifestyle. To capitalize on the traction of the hugely successful national “Wildhood” integrated campaign, Go RVing is targeting RVing and other outdoor shows with an experiential, and highly social-media-friendly, experience that quite literally allows people to get their heads into the RVing lifestyle.

The “Head into Wildhood” installation allows consumers to put their heads into a clear terrarium full of living plant life artistically designed to provide a small, but authentic, experience with nature during the heart of winter, and in the midst of typically sterile convention centre environments (check it out at Facebook /#bringbackwildhood). “We literally wanted to allow visitors to experience a bit of Wildhood in the most unique way... by putting their heads

into Wildhood to receive a sensory experience (sight, smell, quiet time to reflect) and reminder of what they are missing”, notes Go RVing Canada President, Chris Mahony.

“This latest extension of the Wildhood campaign capitalizes on RV show season and Go RVing Canada’s desire to expand our show efforts to take the consumer experience at the RV and outdoor shows to the next level”, says Mahony.

The installation, created with Go RVing AOR, doug&partners, encourages visitors to take photos of themselves with their heads in Wildhood and post to the Go RVing Canada Facebook page or on their personal Instagram accounts with @GoRVingCanada and #HeadIntoWildhood.

Similar to the broader campaign, this display taps a cultural trend toward authentic experience, as “... more and more people are looking to trade the pursuit of material acquisitions for unique and memorable experiences,” says Matt Syberg-Olsen, Executive Creative Director at d&p. “The ‘Head into Wildhood’



installation reminds them to listen to the voice inside that's pushing them toward these experiences... and that they can answer it by going RVing.” continues Syberg-Olsen.

‘Head into Wildhood’ last appeared at the Go RVing Canada booth at the Toronto Sportsmen’s Show, and consumers can experience it next at the Canadian Pet Expo from April 19 – 21, 2019 at The International Centre, 6900 Airport Road, Mississauga, Ontario.

Watch the video here: dougpartners.com/project/go-rving-head-into-wildhood

About Go RVing Canada

The Go RVing Canada coalition was formed in 1997, and consists of RV manufacturers, RV dealers and campground operators in the multi-billion dollar Canadian RVing industry.

The coalition serves as the Canadian RV camping industry ambassador to provide the public and media with information about the benefits of RV travel. The coalition also seeks to enhance consumer information and satisfaction with the RV experience. For more information visit: www.gorving.ca.

About doug&partners inc.

doug&partners is an award-winning independent, creative agency. creativity for commerce is at the heart of what we do.

doug&partners’ client roster includes: Canadian Film Centre, Canon Canada, Miele, GoodLife Fitness, Go RVing, autoTRADER, Ontario Honda Dealers Association, Ontario Government Services, Grant Thornton, Reliance Home Comfort, Tensor Machinery, University of New Brunswick and York University.

For more information, visit: www.dougpartners.com

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