

Eriba's wide-ranging brand transformation continues with the relaunch of its website

- The company's new brand strategy has been systematically implemented as a digital concept.
- Following the redesign of all POS and marketing materials, Eriba's website now also boasts a new look and feel.
- The jury for the "German Brand Award 2021" was also impressed by the company's completely revised brand message, crowning it as a "Winner" in the category "Excellent Brands – Transport & Mobility".

Bad Waldsee, 04 October 2021 – Camping has become a fashionable topic in recent years, with a growing appeal to a younger target group. To take account of this development – and to present Eriba as an open and modern brand in an industry that was previously perceived as rather traditional – the Munich-based "Hirschfänger" agency began revamping the caravan manufacturer's brand message in 2020. This transformation has now been systematically continued via the relaunch of the company's website.

The goal of this brand-transformation process was to design an authentic and modern brand identity that creates individuality within industry communications and clearly positions Eriba within the competitive landscape. The new, independent visual language relies predominantly on illustrations, a new colour palette and modernised typography. In terms of their appearance, Eriba caravans now deliberately and skilfully break with the familiar advertising clichés for camping vehicles.

The relaunch thus makes Eriba more attractive to the target group while also appealing to existing customers and fans of the brand through familiar content. "By consistently putting the digital transformation first, we clearly placed the digital journey within our strategic focus and were thus able to successfully translate the brand strategy into the digital space," says André Tkacz, Account Director at the agency Syzygy Deutschland GmbH, which led the project from the development of the digital strategy to the implementation of the website. "With the new website, we were finally able to bring our creative concept – 'A home for your wanderlust' – to life and make inspirational worlds of travel tangible through a vibrant animation concept," adds creative director Philipp Schlosser.

The new look is consistently reflected across all digital and analogue channels – on the company's website, on social media and in product catalogues as well as all POS and marketing materials.

"Winner" of the German Brand Award 2021

Eriba's transformation is also causing a stir outside the industry. In June 2021, the company's new brand identity saw it crowned as a "Winner" in the category "Excellent Brands – Transport & Mobility" at the German Brand Award 2021. Since 2016, the German Brand Award has annually honoured the world's most innovative brands and consistent brand-management strategies. "We are delighted that our work has been validated with such a prestigious award. Furthermore, since the relaunch we have received increased amounts of positive feedback – both from our customers and our

partners,” says Frank Heinrichsen, Head of Central Marketing at Hymer GmbH & Co. KG.

Vibrant travel culture with an iconic design

For over 60 years, Eriba has remained an iconic brand that consistently keeps pace with the latest trends. The caravan specialist Hymer GmbH & Co. KG enjoys international renown, largely thanks to its successful and iconic Eriba Touring caravan model range, a perennial favourite of European holidaymakers since its market launch in 1958. Over the years, the Eriba caravan range has been expanded to include new model ranges while remaining the first choice for customers all over the world who value quality, design, technology and comfort.

Further information on www.hymer.com

A wide range of press releases and high-resolution images can be found [here](#).

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About the Hymer GmbH & Co. KG

Since its foundation in 1957, Hymer has been a household name in motorhomes and caravans “made in Germany”. The company is not only notable for its long tradition and passion for motorhoming, but is also one of the leading manufacturers in the premium sector thanks to its high standards of quality and consistent record of innovation. Hymer GmbH & Co. KG markets its products under the four brands Hymer Motor Caravans, Hymer Camper Vans, Hymer Original Parts and Eriba Caravans. Hymer GmbH & Co. KG is part of the Erwin Hymer Group.

About the Erwin Hymer Group

The Erwin Hymer Group is a 100% subsidiary of Thor Industries, the world's leading manufacturer of recreational vehicles with more than 22,000 employees worldwide. The Erwin Hymer Group unites motorhome and caravan manufacturers as well as motorhome and caravan accessory specialists along with hire and financing services under one roof. The motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Niesmann+Bischoff, Laika, LMC, Sunlight and Xplore; the motorhome rental companies McRent and rent easy; and the chassis specialist Goldschmitt; the accessories specialist Movera and the touring portal freeontour all belong to the Erwin Hymer Group. More information on www.erwinhymergroup.com.

About the “Hirschfänger” agency

Based in the heart of Munich, the owner-managed “Hirschfänger” agency draws on a large network of specialists to develop brand design solutions, brand communication, image campaigns and much more for renowned companies in and around Bavaria. The agency has been managed by Maximilian Erhardt and Felix Ranft since its founding in 2009.
www.hirschfaenger.com

About the SYZYGY agency

Founded in 1995 and listed in Germany, the SYZYGY Group is part of the WPP network and a leading consulting and implementation partner for transformations in marketing and sales. SYZYGY creates, orchestrates and designs digital experiences and products for brands, companies and people. The Group's core services are strategy, products and activation, with technology as the connecting and scaling element.
www.syzygy.de