

Hymer wins the German Brand Award

- The “Vision Comes True” launch campaign for the Hymer Venture S was honoured with “Gold” at the German Brand Awards in the category “Excellence in Brand Strategy and Creation: Brand Communication – Classic Campaign”.
- The campaign impressed the jury with its progressive tonality as well as a multi-level launch strategy.

Bad Waldsee, 19 June 2023 – Hymer has won “Gold” at the prestigious German Brand Awards. The award was presented in the category “Excellence in Brand Strategy and Creation: Brand Communication – Classic Campaign” for the company’s Venture S launch campaign. The award ceremony took place on 15 June 2023 in Berlin.

“This award shows that the creativity and quality we poured into our campaign has paid off,” says Frank Heinrichsen, Head of Central Marketing at Hymer GmbH & Co. KG. “The jury’s verdict also makes it clear that we are still on the right track with our premium strategy and are living up to our reputation as an innovation driver in the industry – not only with our motorhomes, but also in terms of our communications and dialogue with our customers.”

The idea and concept for the campaign was developed in close collaboration with beyond disciplines, a strategic creative consultancy based in Munich. Andreas Hielscher, a creative consultant and founder of beyond disciplines described the creative process: “In our campaign for the exclusive Venture S off-road vehicle, we focused on an overarching master story and addressed new target groups through an appealing style and progressive tone. The campaign consisted of a multi-level strategy that included a “newslettering journey”, high-quality campaign motifs, an unveiling video and a video-supported product page, as well as a real-world presence at trade fairs – true to the motto: ‘Vision Comes True’.”

“Vision Comes True” – the Hymer Venture S campaign

“The emotive and outstandingly high-quality staging of the new off-road vehicle, which is always the hero of the piece, was remarkable, with brand-typical features, creativity and a high-quality implementation that impresses down to the smallest detail. A convincing campaign that makes you want to experience nature in the ‘Venture S’.” This was the jury’s verdict.

The German Brand Award, initiated by the German Design Council, is considered one of the most important awards for successful brand management in Germany. With more than 1,200 entries from 19 countries, the award has met with an extraordinary international response. The jury of independent experts from the worlds of business and science evaluated the submissions according to specific criteria, including independence, brand-typical features, differentiation from the competition and target-group relevance. Factors such as sustainability, the degree of innovation, continuity and future viability with regard to brand management were also taken into account.

The German Brand Award and the German Design Council

At the German Brand Awards, the German Design Council and the German Brand Institute present a unique accolade for outstanding brand management. The goal of the awards is to highlight the brand's importance as a key success factor for companies in the national and international competitive environment.

Since 1953, the German Design Council has been the world's leading competence centre for communication and knowledge transfer in the field of design, brand management and innovation. Through its international services, support for young designers and range of professional memberships, it is a member of the global design community and has consistently played a key role in facilitating dialogue and establishing networks worldwide.

For more information, visit www.hymer.com

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

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About Hymer GmbH & Co. KG

Since its foundation in 1957, Hymer has been *the* byword for German-made motorhomes and caravans. 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 incorporates the four business divisions 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 wholly owned subsidiary of THOR Industries, one of the world's leading manufacturers of leisure vehicles with over 31,000 employees. The Erwin Hymer Group brings together motorhome and caravan manufacturers, accessory specialists as well as rental and financing services under one roof. The Erwin Hymer Group includes the motorhome and caravan brands Buccaneer, Bürstner, Carado, Crosscamp, Compass, Dethleffs, Elddis, Eriba, Etrusco, Hymer, Laika, LMC, Niesmann+Bischoff, Sunlight and Xplore, the motorhome rental companies Crossrent, McRent and rent easy, the chassis specialist Goldschmitt, the accessory specialist Movera and the travel portal freeontour. For more information, visit www.erwinhymergroup.com.