



MONACO RV BRAND RELAUNCH

What if we relaunched an RV brand without showing the RV at all?

Fathom's first campaign for Monaco highlights the promise of new and better things that are coming to the RV industry from the Monaco brand.

In this work, we stepped away from traditional product-focused communication by tapping into a "paint-by-numbers" visual treatment to capture the possibilities of everyone's individual journey.

The campaign is executed in both consumer and trade advertising, as well as via digital, direct marketing and retail channels. Our recent lead-generation sweepstakes provided over 20,000 new, qualified prospects to dealers over the typically slow summer shopping season. A true resurgence in dealer commitment and consumer interest.

"Where To Next?" It's not just a marketing campaign, but also a call to action – always expect the latest and greatest from Monaco RV.

The journey starts here.

We roam from vista to vista.
 We fill in our dreams along the way.
 We look to the open road for inspiration and delight.
 We are driven by the same curiosity that drives our customers...
where to next?

We'll start by rededicating ourselves to every RV customer and dealer.
 We'll blaze new trails with Navistar® firmly behind us.
 We'll embrace 175 years of transportation expertise.
 We'll apply the no-hassle emissions technology of MaxxForce® Advanced EGR.
 We'll pioneer aerodynamic testing to improve fuel efficiency.
 We'll set new standards in engineering and creature comforts.
 We'll stand behind every rivet and bolt.
 We'll never stop looking for what tomorrow could bring.

See where Monaco & Navistar are headed next at monacoRV.com



MONACO RV
A NAVISTAR COMPANY





