

A Strategic Approach to Monetizing the Camping Experience of Generation Z: a case study for ANWB

H1: Brining a community together

The first horizon focuses on setting up a community. During this short-term focused phase, the first step to take is to introduce a webpage for the community, acting as a place where people can digitally come together in a low-effort manner. This webpage will also act as the launching platform of all coming steps, for example where people can enroll into a workshop, the next step.

The workshops function as a means to an end mostly, but also offers options for income creation. These classes on repurposing the vans into RVs can be boosted in engagement by having influencers present at the workshop. Working together with said influencer(s) and experts as carpenters and mechanics, it is possible to give these workshops as the first stage of setting up a community workspace, more on that in the next horizon. This workshop also gives the first idea of what the community can do when physically together, exchanging information on their own experiences and building connections and friendships.

During these workshops, RV-vans are repurposed that can further down the line be used by travelling consumers as rental vans. This horizon therefore already starts the production process of these vans, fueled by the interest of the Dutch vanlife community.



H2: Facilitating the workspace

The next horizon follows up on the first horizon, and therefore focuses on the midterm aspects of the strategy. It is here that the first pilot workspace is opened to the public, more specifically to the community which has started to build since horizon 1. This workspace will from now on house the physical services already introduced in horizon 1, such as the repurposing workshops. Acting as a social meeting spot for members of the community, this space houses projects of repurposing vans that these members are currently working on. It has to be tested out more whether or not it is feasible and desirable to include people working on their own vans (so not ANWB owned vans for rental), but for this project we will solely focus on those that are to be rented out. This workspace allows for another revenue stream: paid memberships.

Speaking of renting out vans, this horizon will set-up and introduce the rental service near the end of its timeline. It is at this point that there should be a sufficient amount of vans built that can be offered to the travelling consumer, thus allowing for easy access for those people specifically.

A note for the rental service is that builders of the vans should have priority access of some sort, be that in pricing strategy or ease of reservation, specifically for their own built van(s). This boosts the value of identity expression, as the builders are able to travel around with the van built out of their made choices in things as materials and layout. What the priority access should entail will have to be tested when that time comes.



H3: Rental service and broaden market

The last horizon focuses on the long-term goals of the strategy and ends with the design vision in mind. Built up by the previous horizons, the third horizon focuses on upscaling, reaching a broader market audience, spread over a wider market area. Introducing more workspaces spread over the country allows people from these places to connect with the concept through risen accessibility.

Furthermore, the amount of vans repurposed will continuously and exponentially grow, and they should be distributed across the country, though keeping relatively close to home for the builders to not be too detached from the van. The introduction of distribution hubs allow for the rental service to sustainably grow and develop the third income opportunity of the concept: renting out the vans.

The most likely placement of the distribution hubs facilitating the rental service is to be combined in location with the workspace, thus making a large van repurposing and rental hub where all comes together. This can also lead to travelling consumers and workspace members to connect to one another and bond on the RVvans that one likes to drive around in and the other has personally built.

Including the travellers into the community like this can potentially create a snowball effect that enables exponential growth of the community, thus extending the reach of oral marketing. The rising presence of the RV-vans on the roads also lead to a new form of brand recognition, focusing on the adventurous nature of vanlife more than the sturdy safety net that currently is dominantly the image of the ANWB brand.



Design vision

ANWB and Gen Z work together towards a freedom-focused and sustainable future of mobility by making the vanlife movement accessible for the young generation, where identity and personal value are the central drivers for both parties to collaborate upon.

