



ELEMENT
THREE

AIRSTREAM'S BASECAMP PRODUCT LAUNCH CASE STUDY

How email marketing, paid ads, and a multimedia approach to social channels drove massive engagement and conversions.

CLIENT

Airstream, manufacturer of the iconic "silver bullet" travel trailer, is the longest-tenured recreational vehicle manufacturer in North America. Following founder Wally Byam's credo, "Let's not make changes, let's make only improvements," Airstream has remained a timeless classic.



AIRSTREAM

SITUATION

In order to successfully launch their newest product -- the 2017 Basecamp Travel Trailer -- Airstream brought on longtime partner, Element Three. Working with the client on paid media and email campaigns in the past, Element Three wanted to expand the launch and test new channels to increase awareness and drive leads in conjunction with Airstream's multi-faceted plan.

SOLUTION

In addition to paid media and email marketing, Element Three decided to create a Facebook Canvas Ad and an Instagram campaign to generate top of the funnel leads and brand awareness. Taking existing assets from multiple sources and repurposing them into effective creative, Element Three built a multimedia Canvas Ad and Instagram campaign.

The Facebook Canvas Ad included content such as panoramic imagery, high-quality photography, and video. Additionally, the Instagram campaign encouraged user engagement and discovery through the creation of campaign-specific accounts such as @airstream.basecamp, @airstream.explore, etc.

IMPACT

Although all elements of the campaign contributed to the launch's overall success, the Facebook Canvas Ad surpassed all expectations. With a relevance score of 9/10 within Facebook -- a rating that gauges how well your target audience is responding to the ad -- the promotion had over **1.9 million impressions** and was able to drive high quality traffic with a **7.21% click-through rate**. For trailers that retail at \$35,900 MSRP, Facebook **cost per click was a mere \$0.03**, with **cost per conversion only slightly higher at \$1.28**.

In the end, paid and organic social **accounted for 14.5% of overall leads**. Across all marketing channels, the 2017 Basecamp Travel Trailer campaign **generated a 39x ROI for Airstream**.

[**Learn more about The 2017 Basecamp Travel Trailer product launch promotion here.**](#)

39^x

Overall
campaign ROI

14.5%

Percentage of
total leads
generated by
social channels

\$1.28

Facebook
Canvas Ad
cost per
conversion