

Globe- Traveller Voyager X

from uncompetitive
to unsurpassed

DBA:
DESIGN
EFFECTIVENESS
AWARDS
ENTRY –
November 2020
for publication



EXTERIOR OF THE VOYAGER X AFTER THE RE-DESIGN

Agency:

ergodesign

Client name:

<<< GLOBE-TRAVELLER

Executive summary

Globe-Traveller and design have always been close. But how their relationship grew even closer is an exciting story. 'Redacted confidential data'. The management instantly knew that they would be needing design as a strategic tool to survive on a competitive market, to take the brand to the next level. This is when our design studio came into play—not a single designer, but the whole design team. Cooperation began on a strategic level. Soon thereafter, we developed a new growth strategy, “the most innovations per square meter,” targeting new clients in search of innovative camper van models.

↳ *The strategy's first step was to redesign an existing model—the Voyager X. Our challenge was to top our own selves, to crown the Globe-Traveller product catalog with a new, best-of-the-best model. To use design to set Globe-Traveller apart and strengthen the brand image as a supplier of top quality campers.*





The camper-van market is highly competitive and very conservative, with brands targeting the same customer segments, focusing on the same customer needs, and copying solutions; innovation is mostly found in tiny details. We intended to make the new Voyager X perfect, to create a real, visible difference in customer experience. Where to put our focus? Our study showed that almost 75% of users only sleep in their vans or spend as little time in them as possible. The Voyager X was to be designed to function better, to make spending time inside the van a pleasure. Enhanced bathroom, ambient lights, practical holders, work space, wooden details, all-leather upholstery—it all makes for ergonomics, styling, comfort, and finish quality that are unrivaled in this category.

↳ *The goal was to complete the overall project, to implement, build and launch the new model, at the Düsseldorf Caravaning Show 2019, which was only six months away.*

The new Voyager X sold twenty-five vehicles at the trade fair on its launch week alone. This was twice as much as all other models sold in total the previous year. We should emphasise that the price of the basic version of the new Voyager X was 8% higher than the previous model. The model has put the brand in the spotlight, with numerous media appearances, and has released Globe-Traveller's potential.

// *The new Voyager X was not only well received by customers, but also became the basis of the company's offer. In 2019, sales of restyled Voyager X vehicles accounted for 50% of all orders. In 2020, restyled Voyager X vehicles account for 75% of production.*

↳ **key achievements:**

- In 2019, sales of restyled Voyager X vehicles accounted for 50% of all orders. In 2020, restyled Voyager X vehicles account for 75% of production.
- A record number of twenty-five vans sold at launch week at the Düsseldorf Caravaning Show 2019. This was 78% more than the total vans sold at the Show in 2018.
- The new Voyager X proved business growth through the power of design. The brand is already implementing a design-driven business strategy for 2020-22.
- As a result of the new model's spectacular sales, the company has increased its production potential threefold. In November 2020, the brand launched a second factory near Warsaw, to meet the increased demand. As a consequence, it is planning to hire new employees; employment in the company will increase by 210% within a year.



// *"The success of the new model on the market is something we have striven for. We knew we wanted to create a product our recipients would love. It is amazing to see how methodical design works. Now we have a clearly defined goal and I am sure design is an irreplaceable element for us."*

ANDRZEJ ZAWILIŃSKI, CEO GRUPA ELCAMP, GLOBE-TRAVELLER

Context and overview

↳ *About the Client*

Globe-Traveller is a part of the Zasada Group, one of the oldest and largest capital groups in Poland. Zasada Group gathers over thirty companies in the automotive, development, production and lifestyle industries, dealing with production, trade and services on the Polish and European markets. Today Globe-Traveller not only supplies vehicles, but also promotes and builds caravanning culture. The owners of Globe-Traveller are among the main founders of the Polish Caravaning Group (Polska Grupa Caravaningowa, PGC) association, whose mission is to promote caravanning around the world.

The Globe-Traveller brand was founded in 2009 in Krakow; its roots have always been in design. This brand is not simply a van manufacturer. It was created out of the personal passion for travel shared by its founders—multiple rally-champion of Poland and Europe Sobiśław Zasada, and Jacek Jaskot, an inspired architect. One of its founders is a designer himself, the person who proposed solutions and styling for their new camper vans. The brand managed to position itself as a supplier of highly thoughtful functional solutions. Today, the Globe-Traveller EU distribution network includes a total of twenty-six dealerships.

'Redacted confidential data'

↳ *The challenge*

The development and implementation of a comprehensive campervan in a very limited time (six months) was to meet the following overarching goal requirements:

- To provide the market with evidence of the highest quality campervan designs in the new model Voyager X, positioned as the best of the best in the G-T product range (as proved by outstanding sales of the new model).
- To introduce Globe-Traveller as a leading brand that paves the way for competing brands in its functional and aesthetic solutions (as proved by the media coverage and group of recipients expanded into new and attractive segments of the market).
- To teach the client's team how to co-operate with an external design studio in a fast-paced and complex project (proved by mutual co-operation satisfaction and timely product launch).

To prove that design can affect brand positioning and

financial performance and to implement design as a key factor in making the company's strategy (proved by the fact that with its new design, Voyager X turned out to be a success, and Zasada Group's top management approved G-T to proceed with its new design strategy).

→ *Trends in the caravanning industry*

For several years, we have observed a trend, in which amateur and professionally rebuilt camper van conversions are increasingly popular. This applies not only to younger customers, but also to customers who once drove larger motorhomes and now want to be more compact and mobile. Evidently, customers expect high-quality interior design and top-shelf materials. Premium quality is vital in this segment of the market, and the main way to get the edge over the competition.

On the one hand, 2020 has brought increased demand for motorhomes, due to the fact that it is a safe form of travel during the pandemic. On the other hand, there have been logistics problems in supply chains and difficulties in fulfilling orders. Everything indicates that in 2021, the demand for motorhomes will be at a high level, both on the local and European market.



→ *Insight*

We conducted an international survey¹ investigating camper van users' behaviour, and found out that irrespective of whether they are owning or renting, the brand of the van or purpose of the trip, and even irrespective of whether it is summer or winter, 36% of users only spend time in their vans to sleep, and an additional 39% spend most of the time outside. This made us wonder why the users chose to avoid their four-wheel hideaway and preferred to cook, bathe and rest outside. Was this due to the functional areas being too small, or the clatter that made the camper undesirable? What was limiting the expensive camper van's use to that of a tent? We wanted to discover this for ourselves, and fix these problems for our client.

→ *The brief*

Redesigning the motorhome model G-T Voyager X by styling the exterior and interior. Implementation by the Düsseldorf 2019 trade fair (project duration: six months from concept to launch).

¹ Study of camper van users' needs conducted by the design consultancy, February 2019.

↳ **Scope**

01. Concept design:

- Design audit of G-T product range vs users' needs, competition analysis
- Design strategy for the new model
- Study of the layout, form and function of the interior
- Color-material-finish specifications
- Concepts for the graphic communication
- Visualisations of the concept
- Initial feasibility assessment

02. Detailed design:

- Detailed study of the layout, form and function of the interior
- Detailed design of focus areas (thirty sub-projects in the interior, thirteen sub-projects on the exterior)
- Model building, evaluation, improvements, feasibility check (in the design sprints)
- Final color-material-finish specifications
- Final design of the graphic communication
- Final visualisations
- Final feasibility assessment

03. Supervision over implementation:

- Consultation in implementing the work to maintain design consistency
- Changes in product and graphic details
- Quick designer decisions



↳ **Key project objectives:**

- To enhance all the areas inside the van that were indicated to be problems in the survey (bathroom, kitchen, storage facilities, external appearance).
- To make the new Voyager X a bestseller at the Düsseldorf Caravaning Show 2019 and put the industry spotlight on the brand.
- To make the new Voyager X a flagship model with sales of over 50% of overall G-T sales.
- Media interest in the new model—positive coverage in the leading industry media through earned acclaim.
- To grow the product portfolio with a new, significantly improved model, corresponding to the market needs.
- To earn a leading position in advanced premium campervans.

↳ **Key facts**

- Project duration from start to product launch: six months
- Project kick-off: 30.02.2019
- Launch date: 30.08.2019, Caravan Salon Düsseldorf, Germany
- Design fees: 52,000 PLN + TAX (about 10,000 EUR + TAX)

Results

Five months before the launch: Concept design showing possible paths of improvement.

Four months to the launch: Detailed design presenting the proposed changes, external surfaces, materials and colors, graphics, etc. All mocked-up and tested. We are ready to make the design documentation and start building a prototype.

Interior of the Voyager X
before the re-design:



Interior of the Voyager X
after the re-design:



Three months to the launch: Supervision over the implementation of the new camper van.

The launch: Enhanced bathroom, ambient lights, practical holders, work space, wooden finishings, all-leather upholstery—this is ergonomics, styling, comfort, and finish quality unrivaled in this category.

Record number of twenty-five vans sold at launch week at the Düsseldorf Caravaning Show 2019. This makes 78% more than the total vans sold by Globe-Traveller at the show in 2018.



Interior of the Voyager X,
bathroom after the
re-design

interior of the voyager x,
day table area after the
re-design



interior of the voyager
x, hand-sewn seats with
leather upholstery after the
re-design



The success of Voyager X—our first project with the Client—paved the way for us to pursue a new design-driven business strategy for 2020-22.



↳ *As a strategic design consultancy, our job is to provide a product that is technologically feasible, economically viable and sustainable.*

Our approach and the results of our work clearly prove that design fuels many aspects, not just economics. Design builds value that is not only visible on an operational level—in immediate product sales figures. It can be more directly attributed to figures on a strategic level—to the company's goodwill, growth capacity, brand value, all of which benefit Globe-Traveller as well.

➤ Key performance indicators:

- In 2019, sales of the restyled Voyager X vehicles accounted for 50% of all orders. In 2020, restyled Voyager XS vehicles account for 75% of production.
- The record number of twenty-five vans sold at launch week at the Düsseldorf Caravaning Show 2019. This was 78% more than total vans sold at the show in 2018.
- The New Voyager X proofed business growth through the power of design. The brand is already implementing a new design strategy for 2020-22.
- As a result of the new model's spectacular sales, the company has increased its production potential threefold. In November 2020, the brand launched a second factory near Warsaw to meet the increased demand. Consequently, it plans to hire new employees, which will result in company employment increasing by 210%.
- The base price of the vehicle is 44,459 Euro net, while the price of the redesigned model is EUR 47,109 net, which means an 8% increase in vehicle price. The margin increased by 9%.
- One third of capacity is reserved for the new Voyager X (although two radically innovative new models of our design are to be launched in spring 2021).
- Currently, the demand for Globe-Traveller vehicles significantly exceeds the supply. The earliest possible date for ordering Globe-Traveller vehicles is December 2021.
- International Globe-Traveller dealers, i.e., from Germany, Spain and Denmark, see the new Voyager X as a flagship model, achieving the best sales results and obtaining the highest number of customer inquiries between 2019 and 2020. They confirm an increase in brand positioning, recognition and design competence.²
- One third of capacity is reserved for the new Voyager X (although two radically innovative new models of our design are to be launched in spring 2021).
- Currently, the demand for Globe-Traveller vehicles significantly exceeds the supply. The earliest possible date for ordering Globe-Traveller vehicles is December 2021.
- Dealers see the new Voyager X as a flagship model and confirm an increase in brand positioning, recognition and design competence.
- The sharp increase in media coverage and sharing through press and social media, driven by the design, can be measured by statements in the leading industry media i.e.: <https://polskicaravaning.pl>, mainstream media i.e.: <https://www.forbes.pl>, <https://fakty.tvn24.pl>, <https://www.tokfm.pl>, <https://rzeszow.tvp.pl>, <https://pytanienasniadanie.tvp.pl>, <https://wyborcza.biz>, <https://www.rp.pl>, <https://biznes.wprost.pl>, <https://finanse.wp.pl> and social groups on Facebook, Youtube and Instagram. The estimated audience reach expanded from the regular activity level of 100k, to around 13.5 mln.
- A 40% increase in website visitors during Düsseldorf Salon 2019 (31.08-9.09.2019) compared to the previous week (21.08-30.08.2019).

