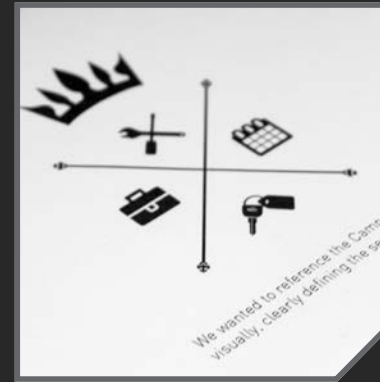


LAB ANALYSIS



CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT

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ENTER

CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT



THE BRIEF

Firmly established as one of the leading VW camper conversion companies, we've been working with Camper King since their inception, developing their brand and website over the years. With the advent of HTML5 and tablet / mobile traffic, we recommended they have a responsive website to cater for the growing mobile market.

THE CHALLENGE

As any retailer (or indeed any website owner) will agree, SEO is key to driving new business online, so with our developers hats on we set about improving the site's Google rankings, as well as giving the brand itself a service and polish.

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CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT

When we began looking at how we could develop the Camper King website, we decided we should push the identity forward - striking a chord with the target audience and further standing out in the marketplace.

We wanted to bring the brand to life more, playing on the 'king' aspect, reflecting the pride the team put into the conversions and the luxurious quality of the finished camper.

ESSENTIAL FACTORS

Personality - giving the brand some character, influenced by the team

Tone - talking the right language

Growth - taking the business to the next level

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CAMPER KING
NEW WEBSITE AND BRAND DEVELOPMENT

*Camper
King*

The king needs bling!

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CAMPER KING
NEW WEBSITE AND BRAND DEVELOPMENT



King for a day

HIRE



King for a lifetime

CAMPERS FOR SALE



Fit for a King

CONVERSIONS



Support King

PARTS & ACCESSORIES



King things

PARTS & ACCESSORIES

We developed a series of icons denoting the areas of expertise Camper King operated, bringing the royal tone of voice into play with supporting copy.

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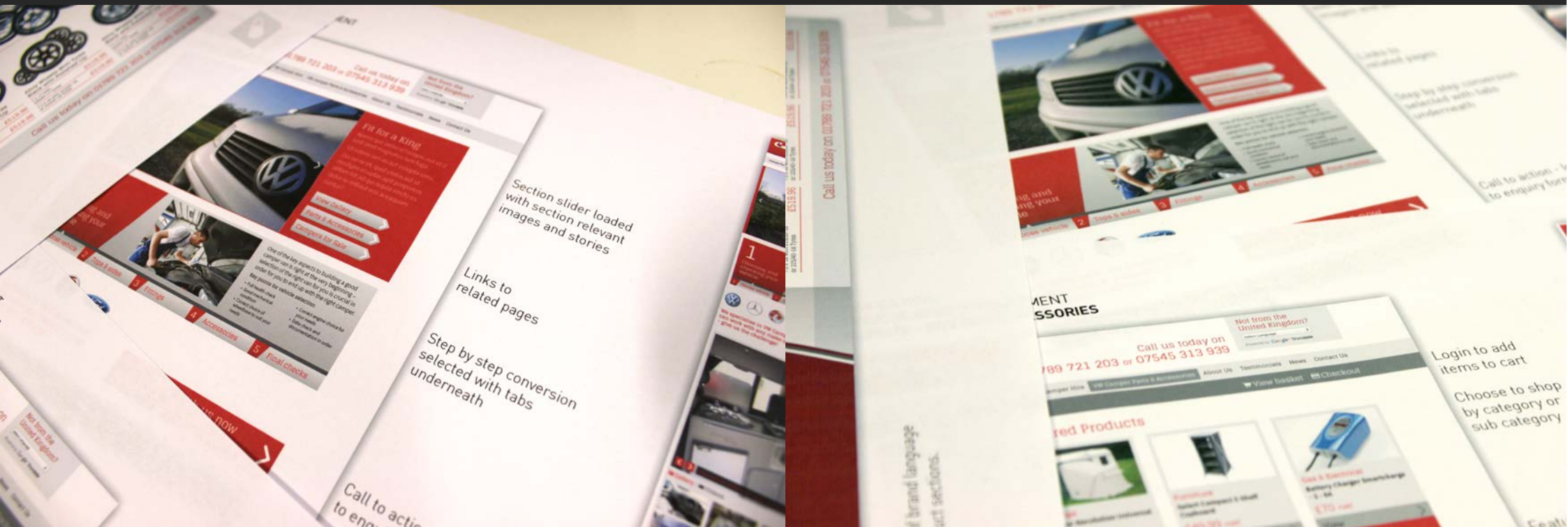
The brochure designs brought more of the brand language into play - without over doing it.

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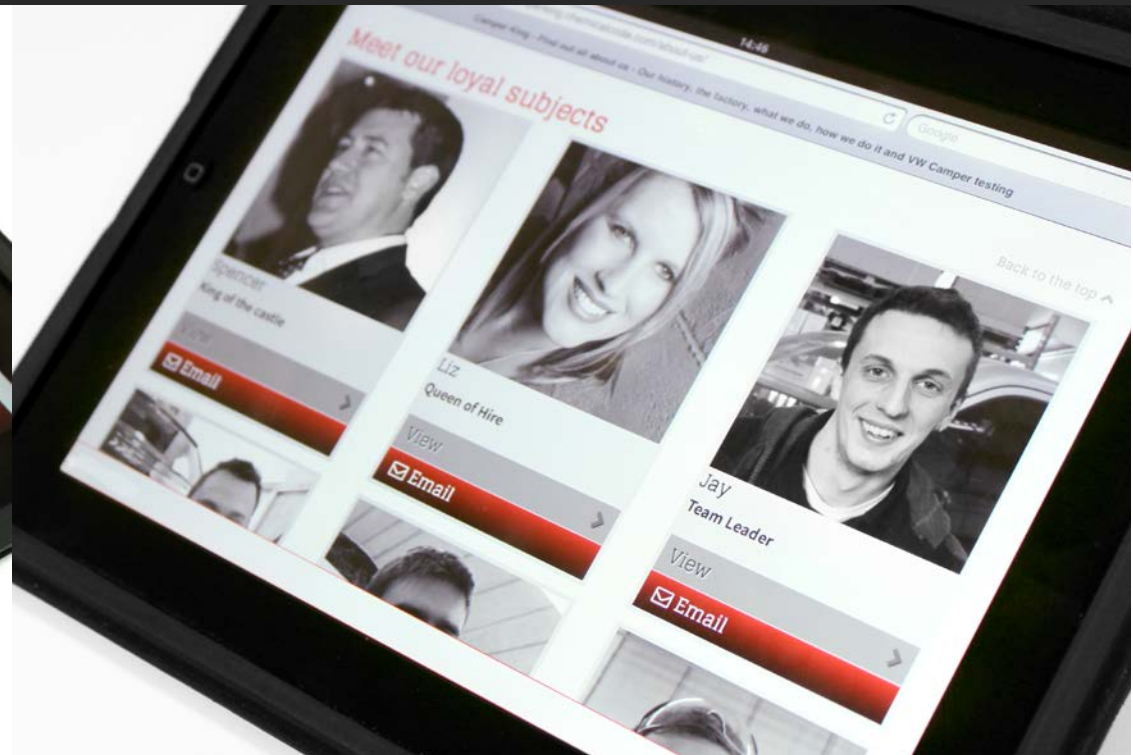
As with any site we build in Wordpress, we designed and built it from the ground up, creating our own structure to best suit the content and present an engaging experience.

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A step by step guide to the conversion process was built in - touch friendly for mobile devices.
We got the Camper King team involved to inject the team pages with a bit of humour too!

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With the responsive design we were able to deliver a consistent experience from desktop to mobile.

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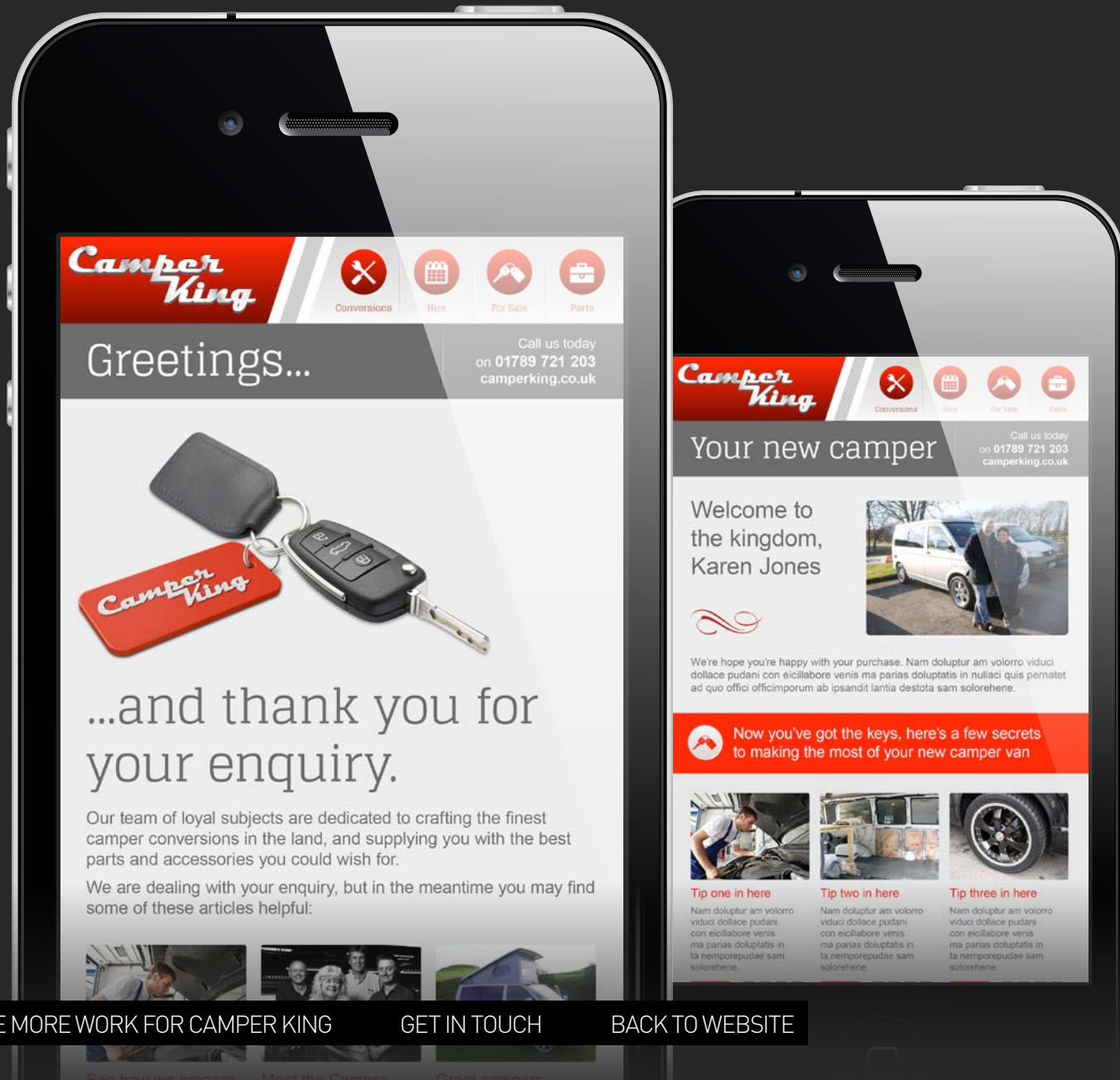
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CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT

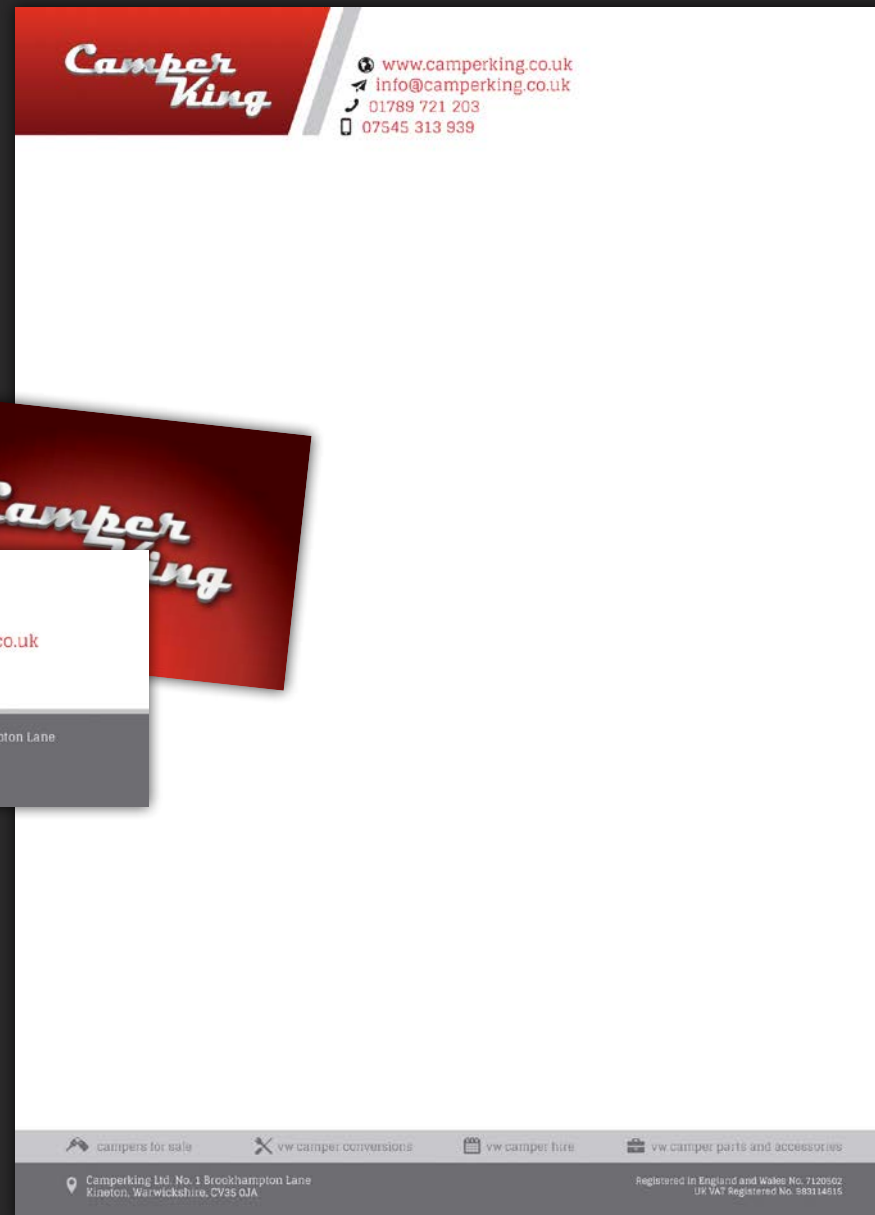
Auto-responders integrated into the website forms are to email customers straight away, followed up by a call or email from one of the Camper King team.

We also built newsletter, sales and thank you email templates to ensure the entire communication process was branded effectively.



CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT

All of Camper King's office stationery was given some polish too, completing the brand refresh.




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BACK TO WEBSITE

CAMPER KING NEW WEBSITE AND BRAND DEVELOPMENT



I have been a client of Chemical code for seven years and don't often take the time to do testimonials, but on this occasion it warrants the effort to do so. Camper King is now on its sixth rework of the website — further add ons, greater responsiveness, and a marketing tool which has proven to be crucial to our development over the last few years.

To work with people who do genuinely take time to understand prior to delivering a bespoke creative solution is refreshing, because I don't just want another regurgitated template that everyone else has got. Put simply they have been on our side all along and we wouldn't be where we are without their input.



SPENCER GREY
DIRECTOR
CAMPER KING

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ON ALL PRESENTED IDEAS. THIS APPLIES TO
ALL CREATIVE CONCEPTS, ARTWORK, STYLES
INCLUDING THE 'DRAWING OF INSPIRATION' FROM
SUCH CREATED CONCEPTS, ARTWORK AND STYLES.

BACK TO START