

#CountDownUnder

Direct - Wicked Campers

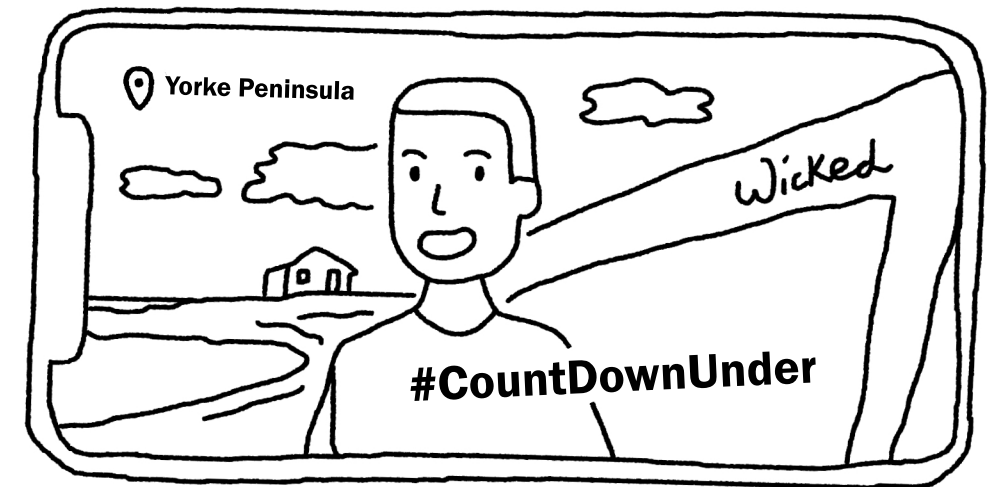
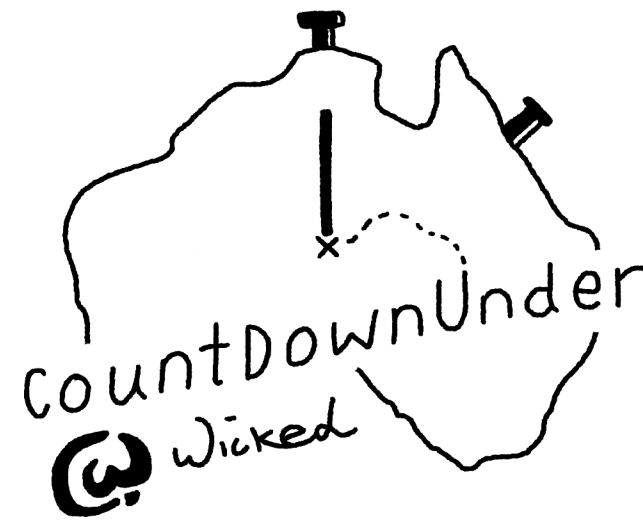
Insight:

People cannot find the motivation to travel right now if it is to a local region.

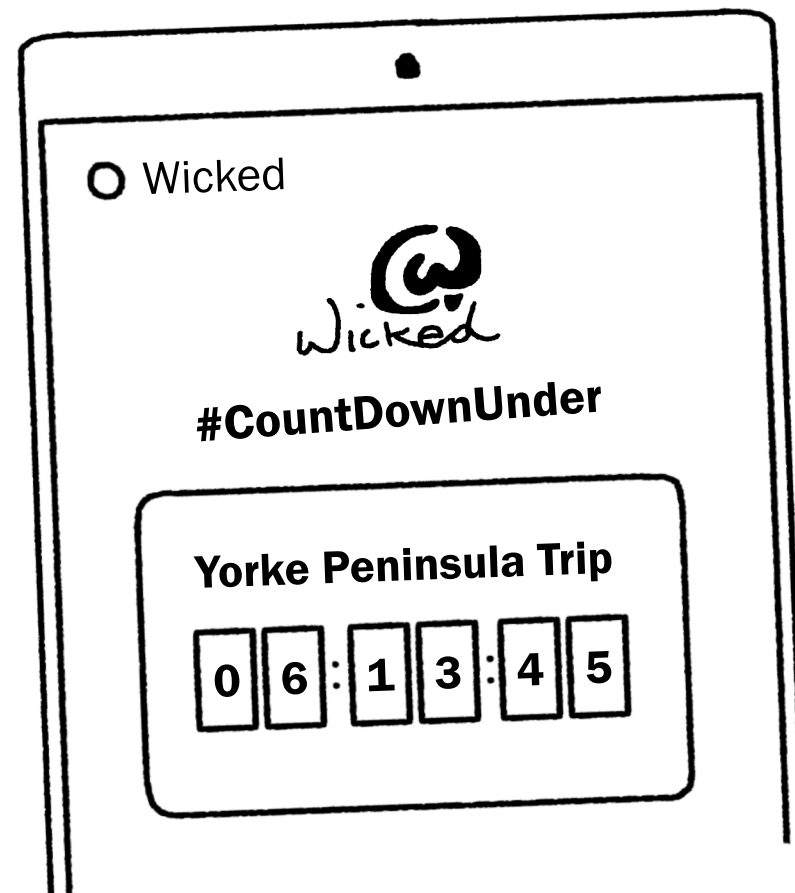
Idea:

Every week Wicked announce a new destination challenge like "Trip to Yorke Peninsula by Tuesday 7pm".

People can now rent Wicked Campervans to that specific location within the time-limit for half-price if they Vlog the experience online (money is given back after the vlog has been uploaded).



Person vlogging their roadtrip ↗



Wicked's Instagram Story ↗

