

# Extreme Camping by Campsited.com

## Facts about Extreme Camping

Extreme Camping (which is actually a thing) involves people setting up camp in unusual and often dangerous places, such as hanging off high-up tree branches, or on cliffs-sides which is often done by rock climbers.



# Extreme Camping – Executions

## Online Video

A series of short vine-style videos from extreme campers, taken with a GoPro camera on a selfie stick. Video content:

-Camper steps outside of tent that's on the side of a cliff and starts brushing his/her teeth and spitting downward. The camera (held by the camper) follows his spit into the depth of the canyon/cliff/mountain. Screen at the end reads: Extreme Camping is not for everyone. Next screen shows the Campsited logo, their slogan "The easy way to find campsites", and "Go to campsited.com."

Other similar short videos can include:

- Someone coming out of their tent and coming face to face with a grizzly bear.
- Someone trying to save their camper-van from quick sand.
- Someone camping underwater.



## OOH – 6 Sheets

A series of Extreme Camping scenes, with simple copy and the campsited.com url as call to action.



# NOT INTO EXTREME CAMPING?



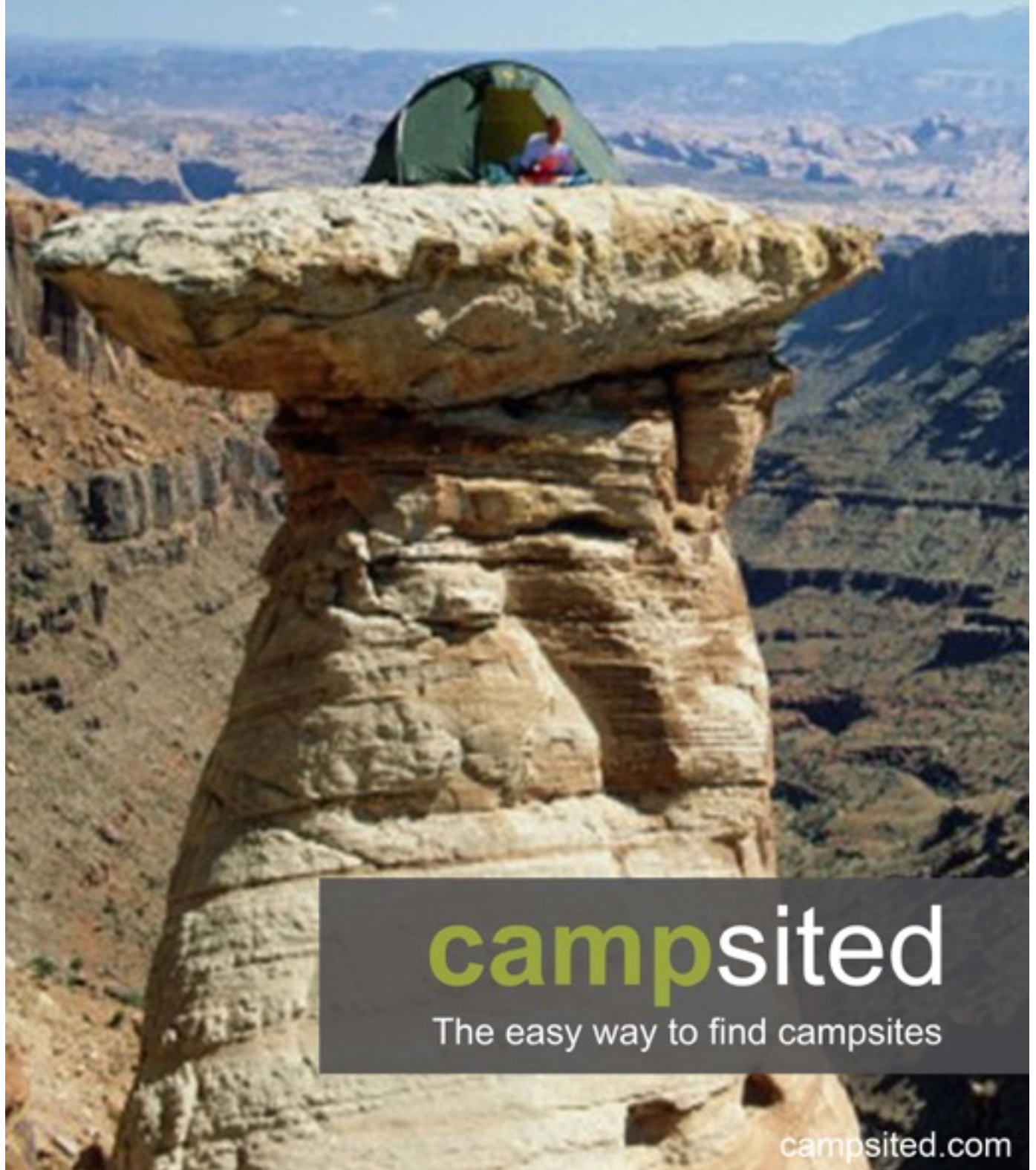
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## OOH – Ambient

Randomly placed tents/camper-vans in weird/unusual places in central locations around Ireland: On sides of large buildings, on central reservations/median strips on Motorways, upside-down under a bridge, etc. These will have the campsited logo on them, and the point of this ambient advertising is to tie in with the “Extreme Camping” concept.

