



Camper Trailer Naming Guidelines



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Executive Summary

Kerfton has developed a new design of premium family oriented camper trailer. Several model variants of the same basic camper trailer will shortly be released to the market.

The goal of this project is to name the camper trailer and the several model variants.

This document provides some guidance on the naming requirements.

Introduction

Kerfton is an Australian company that has been developing a unique camper trailer design and will shortly release the product to the Australian market. The camper trailer is the first product by Kerfton although we are likely to develop other camper trailer designs or associated camping products in the future.

The same basic camper trailer will be produced in multiple variants from a basic entry level model to fully equipped models with significant extra features such as electronics etc.

The goal of the current project is to define the name of the camper trailer along with a naming scheme for different models.

A following project will be created to develop a logo for both the name of the trailer and of the variants. Although logos don't need investigation at the moment.

Camper Trailers in General

The term "Tent Top Trailer" is a more accurate description of the product under discussion than the general term camper trailer. An internet search for this term will reveal many images of typical configurations.

Tent Top Trailers consist of a tent, typically of canvas construction, attached to a trailer. In the travel configuration the tent is folded and in some designs (including this one) concealed under a hard cover. Upon arrival at a camping destination the tent is erected providing living and sleeping space. Interior or exterior cooking facilities are also provided.

This camper trailer could further be described as a "hard" floor, "soft" roof configuration. Meaning the floor of the living space unfolds as part of the camper (and not just a tent on the ground) and the roof is canvas (as distinct from a caravan with permanent roof).

Product Overview

The product can be reviewed in some detail at <http://www.kerfton.com/>.

Several aspects of the product are worthwhile emphasising:

1. The most important attribute is the family focus. This product is firmly focused on the family market and no sales outside of this segment are expected. The bedding layout and hence whole trailer design has been developed around the queen sized master bed for parents and two single beds for children. Most other products (with some exceptions) are only 2 berth and so simply don't suit families. However, the family focus is not immediately obvious until entering inside. In the transport configuration there are no indications that the trailer sleeps four. *Hence there is significant benefit in naming the product in a manner that suggests that it is suited for families. This should be a major goal of the naming.*
2. The aesthetics of the product is unique in the market. No other camper trailer has a look and finish equal to the Kerfton product. It is clean and elegant in comparison to others. It has been described as having a high quality "automotive" level of finish.

Other products are typically far more “boxy” and have many bolt-on external accessories that are poorly integrated into the design. The Kerfton product could be considered a BMW while competitive products are Hummers. *The naming of the product should be sympathetic of the styling, however need not reference or instil it in any way.* The styling is quite obviously and simply speaks for itself without need for further emphasis.

3. The product is aimed at the premium buyer and will be priced towards the top of the market.

Goal

We require names for the following:

1. Camper trailer **Product Name**.
2. At least **5 different Model Names**:
 - a. Entry level lowest cost Model.
 - b. Typical mid-level spec, Model.
 - c. Fully featured premium Model.
 - d. Special short term offer Model of currently undefined specs
 - e. Another special short term offer Model of currently undefined spec.

The special short term models would be used for promotional activities and are likely to include a special set of options at a discount price. The special models do not need to follow the same naming convention as the models a., b. and c.

To avoid any confusion, if the company, Kerfton, is analogist to the Ford Motor Company, then the Product name could be “Ranger” and the model variants would be “XL”, “XLS”, “XLT”, “Widetrack” and “Raptor” (at least for the Australian market).

Target Market

The market is young families with mid to high level income and children under 15. They will have interest in outdoor activities such as remote travel, 4x4 touring, sightseeing, hiking, etc. They are more likely to continually move camping spots and explore new areas (i.e. touring) rather than camp in a single location for an extended period.

The functionality and intended price range will place the product at the premium end of the market. Users of premium camping products choose to camp because it allows them convenient access to the outdoors. The product is not aimed at those who camp because it’s a “cheap family holiday”.

The product is specifically family oriented and is internally equipped with the features to appeal to this market.

The mother may have influence on purchasing and choose the product as a safe solution for her family.

The tow vehicle would typically be a late model high clearance four wheel drive, perhaps Toyota Landcruiser or Nissan Patrol (which are the most popular in this class in Australia). Other options for vehicles could be Land Rover; Range Rover; Ford Ranger; Jeep Cherokee.

They would also associate with premium brands such as BMW, Audi, Mercedes and more generally Apple, Bose, Kathmandu, Miele etc.

They maybe located in the inner suburbs of a major city and hence may have limited storage space.

Benchmark Products

There are various products on the market that are worthy of review. Hyperlinks to popular products are given below. Note that some of these sites also refer to caravans (as well as camper trailers) which are not of interest here:

1. <https://www.kimberleykampers.com.au/kampers/>
2. <https://mountaintrailrv.com.au/edx-hard-floor-camper-trailer/>
3. <http://www.patriotcampers.com.au/>
4. <http://www.ultimateoffroadcampers.com.au/>
5. <https://www.tracktrailer.com.au/tvan/tvan-models/>

The naming scheme does not need to follow any of the above benchmark products.

We like and dislike

We do not like the use of Australiana, like place names etc. We do not like the use of Aboriginal names.

Naming must be meaningful in English.

The product name should be meaningful and not an acronym or other random choice of letters (e.g. Mountain Trail's "EDX" is unacceptable). The model names could be letters but should still have a relatable meaning, although we prefer names.

The product name should relate to the product and its benefits.

Names do not need to be real words and can be made up.

The Product Name should be unique to this product and not obviously borrowed from another manufacturer or similar industry.

Model Names do not need to be unique and could be used elsewhere. Kimberley's use of "Classic", "Limited" and "Platinum" are a good examples.

Lengthy names should be avoided.

Decal

There is no need to design a logo or decal for this project, we simply seek the names.

However, for information purposes, the chosen names will be developed into a decal that will be placed on both sides of the trailer. The area on the side of the lids is relatively large and featureless and a decal in this area will improve the look of the trailer. See region highlighted below.



Conclusion

Kerfton is an Australian company which has developed a unique family oriented camper trailer which will be released in several model variants.

We are seeking input on the **Product Name** as well as at least 5 different **Model Names**.