

# Brand Development

## Campeleon

„Campeleon - The Art of Camping“ is a founding project to enable the best travel experience CO<sub>2</sub>-neutral. We offer our customers caravans and camper vans that can be designed individually. Our products are made for life that's why those can be adjusted according the customers needs over time. Sustainability is key in our DNA - Campeleon's products will not emit CO<sub>2</sub> during usage and are made of biogenic and recycled materials. We focus on our customers and integrate them into our development and research processes online and offline. For this journey, we are searching for further Campeleons to complete our young Campeleon family.

**Your status:** Young professional or graduate.

**Your goal:** Change the world and disrupt the camping industry.

**Your topic:** Design and run the brand development of Campeleon.

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### Your Mission

- Design the strategy for brand development of Campeleon
- Run brand development incl. Social Media, Video, Podcast etc.
- Be as creative as possible
- Coordinate our marketing projects with partners

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### Bring in what you are!

- Passion for marketing and brand development
- Proven track-record of marketing experience
- Creativity and crazy ideas

### Your strengths

- Team-player and lateral thinker
- Communication skills
- Openness for a not-ready company setup
- Sustainability enthusiast
- Ready for coordinating projects and partners

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### What is in for you?

- Start with the young Campeleon family disrupting the camping industry and work on sustainable solutions for camping
- Flexible working mode
- Learning, learning, learning
- Become a Campeleon and member of a world-class team

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### Contact us:

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