

CUSTOM 2-LAYER THROW



INDUSTRY: RV dealership **END USER:** Dealership customers

OBJECTIVE: This blanket was given to dealerships customers who purchased an RV as a promotional premium or “thank you” for buying.

ITEMS: Custom, fringed cotton throw in two layer design: Combines natural cotton with one other color, giving the appearance of up to 3 colors depending on the design. This RV Dealership based their design on popular 70s TV show The Waltons.

RESULT: As Canada’s leading RV dealership network, RV World’s shareowners wanted to create a new RV store with an updated look. At the same time, they wanted to uphold the strong family values cherished by all RV families. They thought those values were best upheld by the writing of Earl Hamner in the popular TV program from the 70s, The Waltons. For this reason, they named the store Walton’s RV World.

This blanket was given to their customers as a promotional gift.

RESPONSE: The dealership discovered how simple designing a custom throw could be. The house is a line drawing of the Waltons’ home in Schuyler, Virginia, and the motor home is the front end of a Winnebago RV. In the customer’s words, “The good folks at Kanata designed the picture from the photos we provided.” They also received fantastic feedback from their customers who received the blankets.