

**doug&partners**

**Go RVing**  
Canada<sup>®</sup>

Dealer Usage Rights:

February 2019

## **index**

### **1. Photos**

- Library of image assets available for Dealer use

### **2. TV & Online video**

- List of video content available for Dealer use

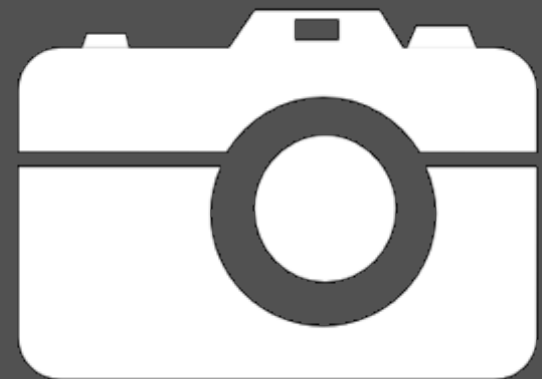
### **3. Print**

- List of Print Advertising elements available for Dealer use

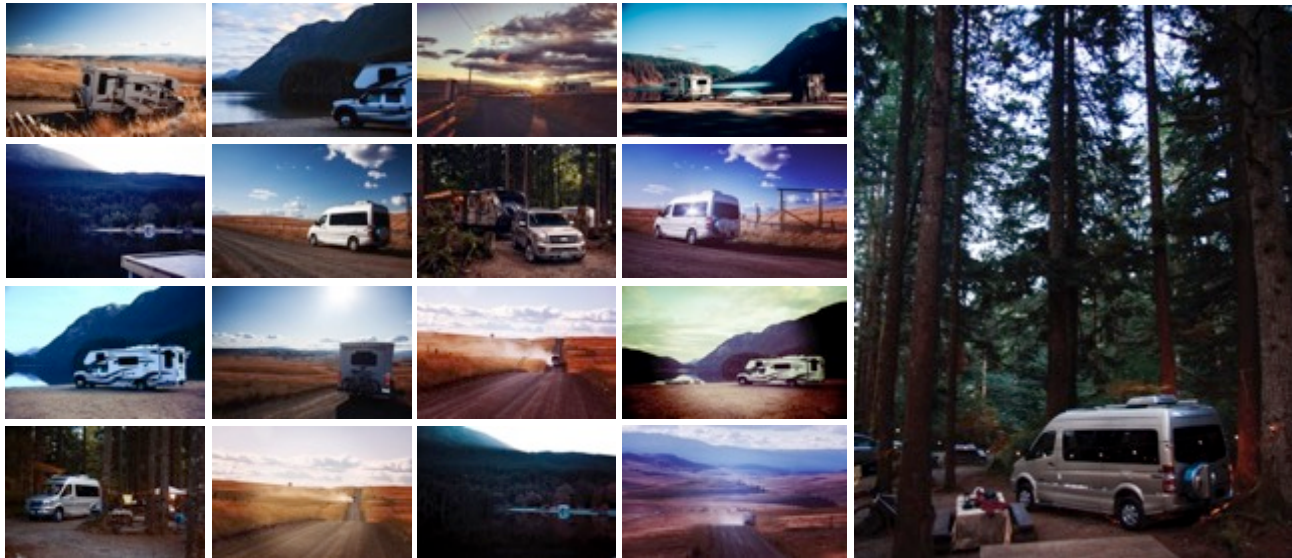
2019 update

2019 Go RVing  
**Photos**

Image library and usage rights



## 2019 photography



### APPROVED USE

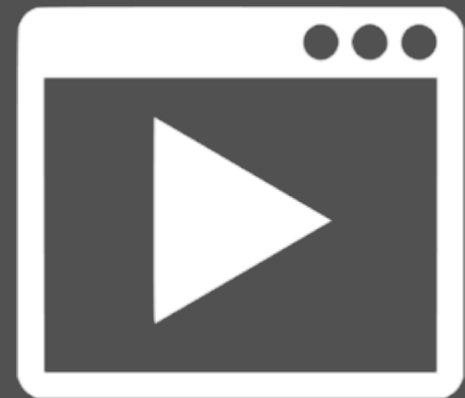
Jan. 1, 2019 through Jan. 31, 2020

- ✓ Dealer website
- ✓ Social media
- ✓ Dealer online ads
- ✓ In-dealership screens
- ✓ Dealer print ads
- ✓ Dealer/industry events
- ✓ Dealer video
- ✓ Out Of Home:
  - billboards
  - transit shelters
  - other ambient

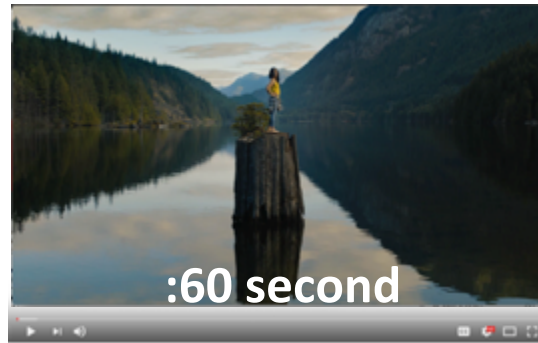
**\*It is the Dealer's responsibility to ensure license plates and any brand names of product are retouched out before use.**

2019 Go RVing  
**TV and Online Video**

Videos and usage rights



## TV & online video: english



### APPROVED USE

Feb. 1, 2019 through Jan. 31, 2020

- ✓ Dealer website
- ✓ Social media
- ✓ Dealer online ads
- ✓ In-dealership screens
- ✓ Dealer/industry events

### NOT PERMITTED

- ✗ Dealer TV advertising
- ✗ Out Of Home (for example: Posters, Billboards, Signs, Transit Advertising)
- ✗ Lifting stills with talent for any additional print use (for example: Newspaper, Magazine, Flyers, RV Dealership POP, Brochures & Direct Mail)

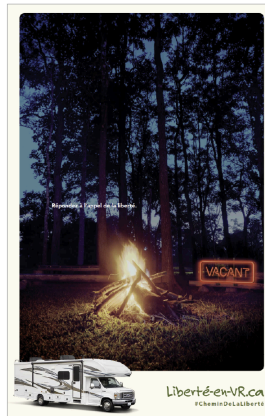
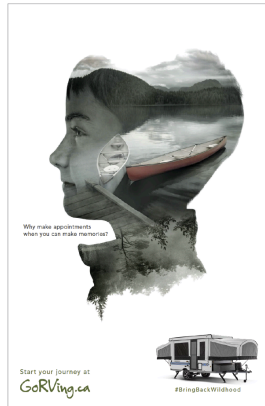
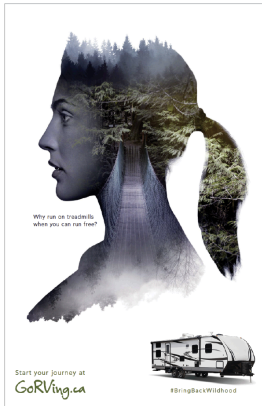
2019 Go RVing  
**Print and POP**

Posters & Print advertising and usage  
rights





## Posters: english (4 total)



### APPROVED USE (ALL 4 POSTERS)

Feb. 1, 2019 through Jan 31, 2020

- ✓ In Dealership POP
- ✓ Dealer website
- ✓ Social media
- ✓ In-dealership screens
- ✓ Dealer/industry events
- ✓ Dealer advertising elements (for example: Newspaper, Magazine, Flyers, Brochures & Direct Mail, emails)

### NOT PERMITTED

- ✗ Out Of Home (for example: Billboards, Signs, Transit Advertising) – File resolution is not large enough for these applications
- ✗ Merchandising (These elements can not be sold in this form or any adaptation)

**creativity** for commerce. ■