



WHAT IS CAMP PINEAPPLE?

Launched in 2015 Camp Pineapple is a new Australian festival and camping brand designed to add fun and a little colour to any campsite. Aimed at festival goers, the casual outdoors person, or grown-up kids looking to enhance their experience, we have a range of great gear including an easy-to-use tent and fun accessories.

The first range of products has been a huge hit and they have been popping up around the world from Canada to Costa Rica and Poland to Portugal.



To bring a splash of colour and excitement to every festival and campsite.

TARGET AUDIENCE



Age 21-35



Global



Female 60%



Male 40%









OUR PRODUCTS

'THE BIG CACTUS' POP-UP TENT





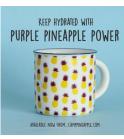




STUBBY HOLDER SET











OUR CUSTOMERS











WE NEED YOU!

Camp Pineapple is looking to collaborate with artists and designers to develop new and exclusive designs for our next range.

We're looking to work with artists with a sense of style, fun and a love of colour who are willing to partner with an emerging Aussie brand and would love to see their designs appear at festivals around the world.



THE BRIEF

Spice up boring everyday camping equipment with your designs. Specifically we are looking to produce a range of ponchos, chairs, mugs and all new tents.





SO, WHO ARE WE? THE FOUNDERS



BROOK HORNUNG Camp Leader

Brook is a young entrepreneur who has founded a number of companies. He brings vision and big ambition to the future of Camp Pineapple, along with strategic plans for growth and expansion.



GIDEON HORNUNG Camp Promoter

Gideon is a media strategist with over 10 years experience, who has also worked in marketing and research roles with major brands across Australia.

THE SUPPORT TEAM



PAULINA
DE LAVEAUX
Product Acquisition



HOLLY BARTHOLEMEUS7 Graphic Design



BIANCA BARTOLO PR Strategist



HUGO DE JONG Social Media Guru



WE CAN'T WAIT TO HEAR FROM YOU!

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