



# MOUNTAIN PASS KIT

DMOS Q4 Holiday

OCTOBER, 2021

# CAMPAIGN OVERVIEW

## HEROIC STRENGTH BOILERPLATE

At DMOS, we stand for the power of self-reliance. Of trusting yourself, of learning the skills and of figuring it out. We know that deep inside you have the inner strength to get it done when the storm hits the pass, when the truck dies in the dark, when the wheels find the ditch. We want to give you the confidence to trust in yourself when the sh\*t hits the fan. But look in the mirror, do you pack the gear you will need when you hit the road solo?

Whether it's outfitting your own adventure rig or equipping a friend or loved one for sketchy winter drives, our Mountain Pass Kit provides critical, essential gear for surviving bitter temps, high passes and intense storms. From adventure vans or ski wagons to lifted diesel rigs, we've handpicked the rig kit you need to get yourself unstuck and back on the road— without calling in a rescue—even when the weather takes a serious turn for the worse.

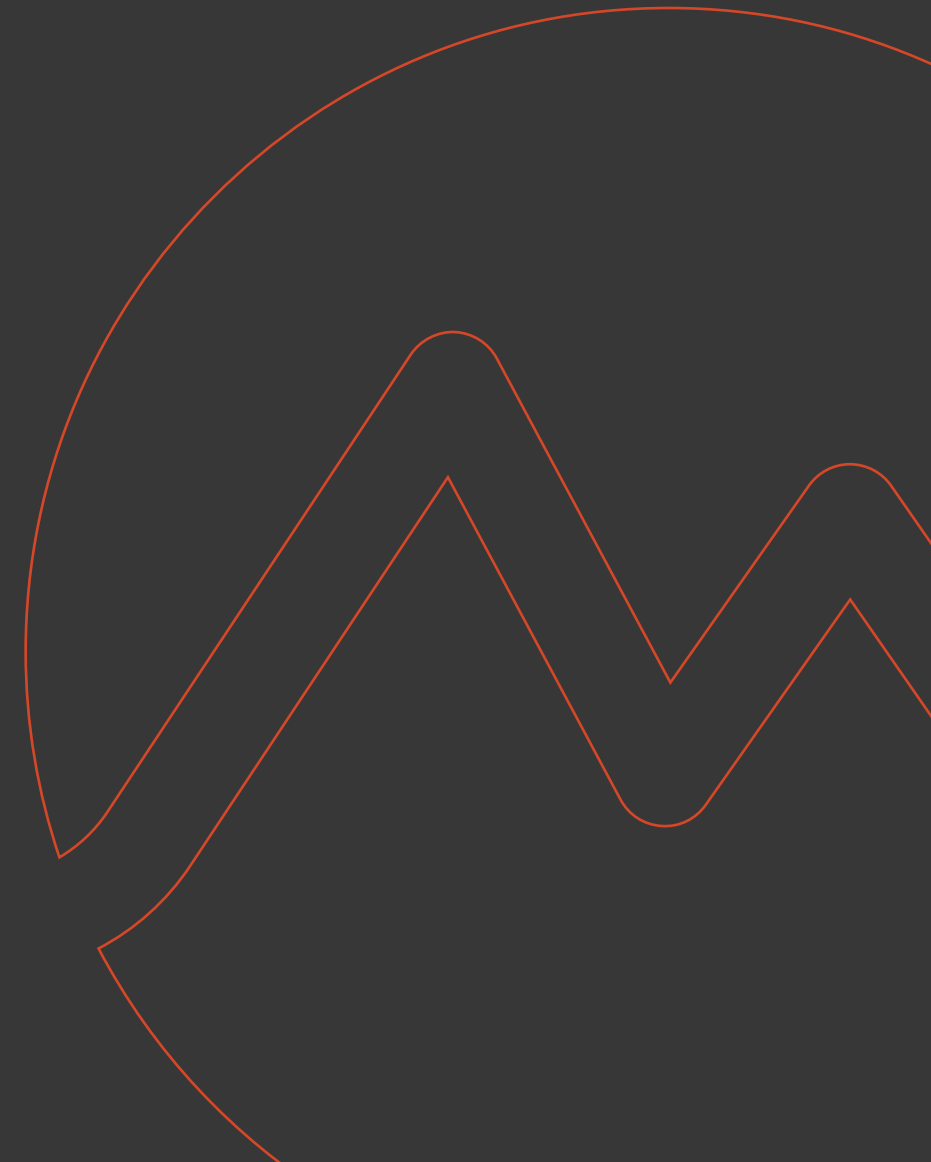
Lean on our mountain knowledge before hitting the road this winter.

Gear up for the drive!

### (SHORT FORM)

At DMOS, we stand for the power of self-reliance. Our Mountain Pass Kit gives you the tools and the confidence to trust in yourself when the sh\*t hits the fan. Whether it's outfitting your own adventure rig or equipping a friend or loved one for sketchy winter drives, our handpicked selection of self-recovery essentials—including our American-made, pro-grade, extendable car & truck shovel—provides the gear you need for situations from bitter temps and icy roads to wind storms and mudslides.

Pack the tools you need to get unstuck and back on the road— without calling in a rescue.



# HEROIC STRENGTH

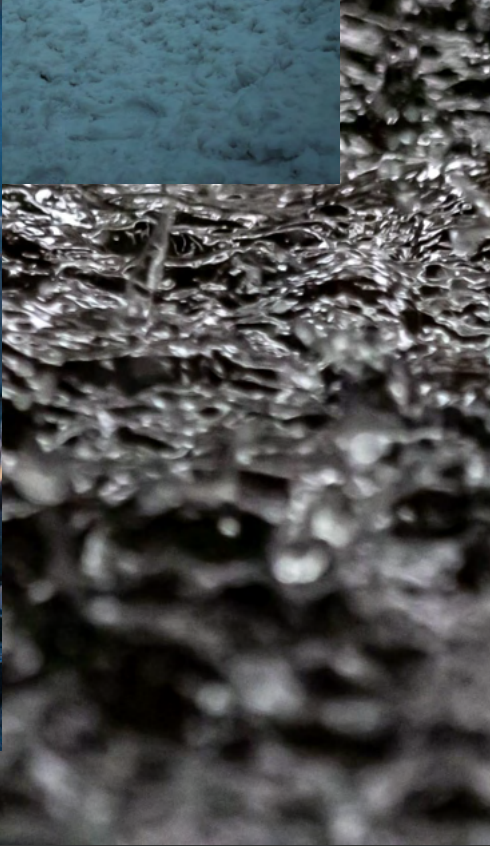
LOOK + FEEL



# VISUAL CONCEPT

THE POWER OF SELF-RELIANCE





# PERSONA 1

(REI FEMALE) DIGITAL AD CAROUSEL

The image shows a digital ad carousel for the Mountain Pass Kit, presented as an Instagram post on a smartphone. The carousel consists of three slides:

- Slide 1:** A woman in a green jacket loading gear into the back of a car. Text: "THE OPEN ROAD AWAITS".
- Slide 2:** Hands holding a red, multi-compartment gear organizer. Text: "PACK THE TOOLS TO GET UNSTUCK".
- Slide 3:** A white SUV parked on a snowy mountain road. Text: "GEAR UP FOR STORM SEASON NOW".

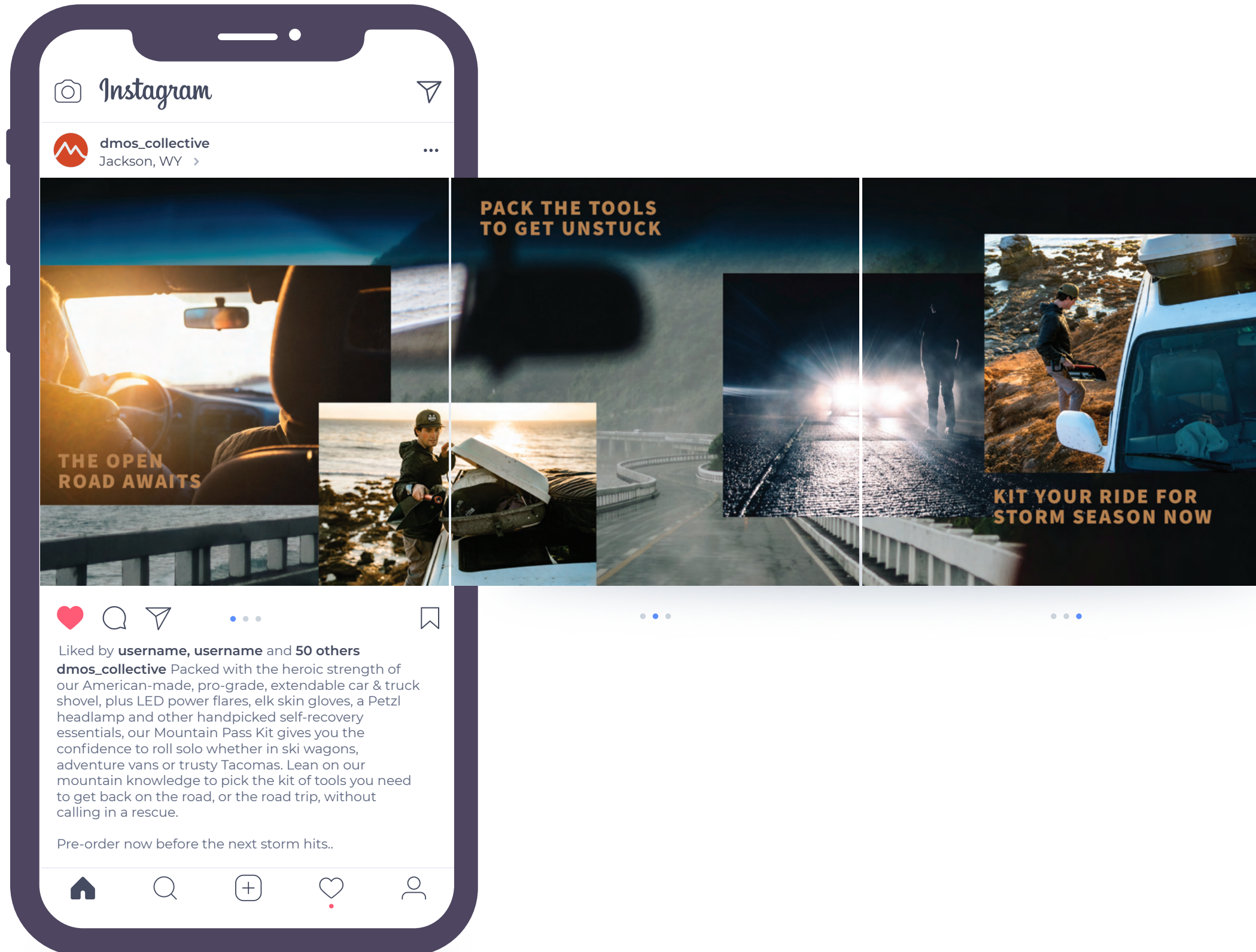
The Instagram post interface includes the following elements:

- Instagram logo and navigation icons at the top.
- Profile: **dmos\_collective**, Jackson, WY.
- Engagement icons: heart, comment, share, and bookmark.
- Text: "Liked by **username**, **username** and **50 others**".
- Caption: "dmos\_collective Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or trusty Tacomas. Lean on our mountain knowledge to pick the kit of tools you need to get back on the road, or the road trip, without calling in a rescue."
- Text: "Pre-order now before the next storm hits.."
- Instagram navigation bar at the bottom.



# PERSONA 1

(REI MALE) DIGITAL AD CAROUSEL







# PERSONA 1

(REI NEUTRAL) DIGITAL AD STILLS

**Instagram**

**dmos\_collective**  
Jackson, WY

**THE OPEN ROAD AWAITS**

**PACK THE TOOLS TO GET UNSTUCK**

**KIT YOUR RIG FOR STORM SEASON NOW**

Liked by **username, username** and **50 others**

**dmos\_collective** Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or trusty Tacomas. Lean on our mountain knowledge to pick the kit of tools you need to get back on the road, or the road trip, without calling in a rescue.

Pre-order now before the next storm hits..

Instagram navigation icons: Home, Search, Post, Activity, Profile



# PERSONA 2

(SKI/SNOW NEUTRAL) DIGI AD CAROUSEL

The image shows a digital advertisement carousel designed to look like an Instagram post. The post is from the account 'dmos\_collective' in Jackson, WY. It features a series of five images related to winter driving safety. The first image shows a snow-covered road at night with the text 'THE BIG STORM AWAITS'. The second image shows a shovel digging through snow with the text 'PACK THE TOOLS TO GET UNSTUCK'. The third image shows a person standing next to a vehicle in a snowy field with the text 'KIT YOUR RIDE FOR WINTER'. The carousel is presented within a mobile phone frame that includes the Instagram interface, such as the profile name, location, and navigation icons.

Instagram

dmos\_collective  
Jackson, WY

THE BIG STORM AWAITS

PACK THE TOOLS TO GET UNSTUCK

KIT YOUR RIDE FOR WINTER

Liked by **username**, **username** and **50 others**

**dmos\_collective** Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or trusty Tacomas. Lean on our mountain knowledge to pick the gear you need to get back on the road to the pow before it's all gone.

Pre-order now before the storm hits.



# PERSONA 2

(SKI/SNOW FEMALE) DIGI AD STILLS

**Instagram**

**dmos\_collective**  
Jackson, WY

**PACK THE TOOLS TO GET UNSTUCK**

**THE BIG STORM AWAITS**

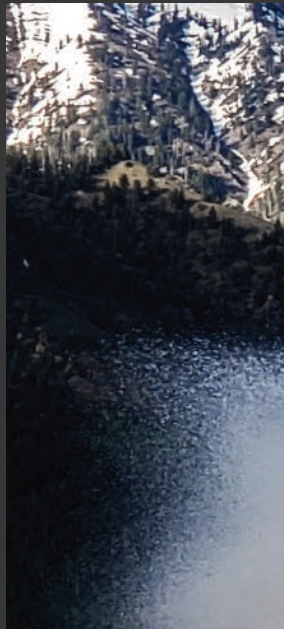
**GEAR UP NOW FOR THE DRIVE**

Liked by **username, username** and **50 others**

**dmos\_collective** Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or trusty Tacomas. Lean on our mountain knowledge to pick the kit of tools you need to get back on the road, or the road trip, without calling in a rescue.

Pre-order now before the next storm hits.

The image is a digital advertisement for a winter driving kit, presented as an Instagram post. It features a collage of six images: a person on a truck in a snowy landscape, a snowy road with a guardrail, a close-up of a truck's front wheel and a person shoveling snow, a snowy forest with a yellow arrow sign, a snowy mountain range, and a snowy road with a guardrail. Text overlays include 'PACK THE TOOLS TO GET UNSTUCK', 'THE BIG STORM AWAITS', and 'GEAR UP NOW FOR THE DRIVE'. The post is from the account 'dmos\_collective' in Jackson, WY, and includes a caption describing the 'Mountain Pass Kit' and a call to action to pre-order.



# PERSONA 3

(HUNT/FISH/RESCUE MALE) DIGI AD CAROUSEL

The image shows a digital advertisement carousel for 'dmos\_collective' on an Instagram post. The carousel consists of five panels:

- Panel 1:** A man in a tan jacket and cap holding a rifle, with the text "IT'S OPEN SEASON" overlaid.
- Panel 2:** A dark SUV driving through a muddy, rutted trail.
- Panel 3:** A close-up of a shovel mounted on a truck's front bumper, with the text "PACK THE TOOLS TO GET ANYONE UNSTUCK" overlaid.
- Panel 4:** A person's hands in yellow work gloves using a power tool on a truck's engine, with the text "KIT YOUR RIG FOR THE BACKCOUNTRY" overlaid.
- Panel 5:** A person's hands organizing gear, including a Petzl headlamp and a shovel, in a black bag labeled "dmos PRO SHOVEL TOOLS".

The Instagram post interface includes the following elements:

- Header:** Instagram logo and profile information for "dmos\_collective" (Jackson, WY).
- Engagement:** Like, comment, share, and menu icons. The post is liked by "username, username and 50 others".
- Caption:** "dmos\_collective Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to get in deep whether far from pavement, cell service or just civilization. Lean on our mountain knowledge to get you fully equipped to stop spinning your wheels and shift your sight back on the ultimate goal. Pre-order now for elk season."
- Footer:** Standard Instagram navigation icons (Home, Search, Post, Activity, Profile).





 **MOS**  
PRO SHOVEL TOOLS

# PERSONA 3

(HUNT/FISH/RESCUE MALE) DIGI AD STILLS

The image shows a mobile phone screen displaying an Instagram post. The post is from the account 'dmos\_collective' in Jackson, WY. The main visual is a collage of images: a truck with a tent on its roof in a snowy landscape, a truck driving on a snowy road, a close-up of a shovel, and a truck with a large orange recovery device on its back. Text overlays on the images include 'THE STORM IS NEAR', 'PACK THE TOOLS TO GET UNSTUCK', and 'GEAR UP NOW FOR THE UNKNOWN'. The post has 50 likes and a caption describing the 'Mountain Pass Kit'.

Instagram

dmos\_collective  
Jackson, WY

THE STORM IS NEAR

PACK THE TOOLS TO GET UNSTUCK

GEAR UP NOW FOR THE UNKNOWN

Liked by **username**, **username** and **50 others**

**dmos\_collective** Packed with the heroic strength of our American-made, pro-grade, extendable car & truck shovel, plus LED power flares, elk skin gloves, a Petzl headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to get in deep whether far from pavement, cell service or just civilization. Lean on our mountain knowledge to get you fully equipped to stop spinning your wheels and shift your sight back on the ultimate goal.

Pre-order now for elk season.

# NEW PRODUCT LAYDOWNS

TAILGATE LAYDOWN AGAINST DIFFERENT BACKGROUNDS, MOUNTAIN PASS ENVIRONMENTS  
CONCRETE / SNOW + ICE / GRAVEL ROAD / TRUCKBED / BACK OF CAR



# EMAIL EXECUTION

STYLE 01

## EMAIL EXAMPLE #1

**HL:** The Mountain Pass Awaits.

**SH:** Do You Have the Tools to Get Unstuck?

**CTA:** Kit Your Ride with DMOS.

**BODY:** When you head out on mountain roads, getting stuck is always a possibility. Packing the gear and the strength to dig out or get back on the road—without calling in a rescue—is what we've learned from countless sketchy drives, brutal storms, dead batteries and, shall we say, learning experiences. We've been there.

We've got your back. Kit your ride with DMOS before they sell out.



SHOVELS

MOUNTS & BAGS

HOME



**THE MOUNTAIN PASS AWAITS.  
DO YOU HAVE THE TOOLS TO GET UNSTUCK?**

**KIT YOUR RIDE WITH DMOS**

When you head out on mountain roads, getting stuck is always a possibility. Packing the gear and the strength to dig out or get back on the road—without calling in a rescue—is what we've learned from countless sketchy drives, brutal storms, dead batteries and, shall we say, learning experiences. We've been there.

We've got your back. Kit your ride with DMOS before they sell out.



# EMAIL EXECUTION

STYLE 02

## EMAIL EXAMPLE #2

**HL:** The Mountain Pass Awaits.

**SH:** Do You Have the Tools to Get Unstuck?

**CTA:** Kit Your Ride with DMOS.

**BODY:** Looking to hit the road? We've put together a mountain pass kit of essential items that you need to stay unstuck, to dig out when the shit hits the fan. We've packed an American-made heroically strong DMOS shovel into each one, then added critical best-in-class items such as hi-vis LED power flares, a Petzl® headlamp and lithium ion battery chargers.

Kit your ride with DMOS before they sell out.



SHOVELS

MOUNTS & BAGS

HOME



**THE MOUNTAIN PASS AWAITS.  
DO YOU HAVE THE TOOLS TO GET UNSTUCK?**

## KIT YOUR RIDE WITH DMOS

Looking to hit the road? We've put together a mountain pass kit of essential items that you need to stay unstuck, to dig out when the shit hits the fan. We've packed an American-made heroically strong DMOS shovel into each one, then added critical best-in-class items such as hi-vis LED power flares, a Petzl® headlamp and lithium ion battery chargers.

We've got your back. Kit your ride with DMOS before they sell out.



# EMAIL EXECUTION

STYLE 03

## EMAIL EXAMPLE #3

**HL:** The Storms Are Hitting.

**SH:** Do You Pack the Strength to Get Unstuck?

**CTA:** Kit Your Ride with DMOS.

**BODY:** Packed with the heroic strength of our American-made extendable shovel, plus LED power flares, elk skin gloves, a Petzl® headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or elk camp rigs. All the gear you need to get back on the road without calling in a rescue.



SHOVELS

MOUNTS & BAGS

HOME



**THE STORMS ARE HITTING.  
DO YOU PACK THE STRENGTH TO GET UNSTUCK?**

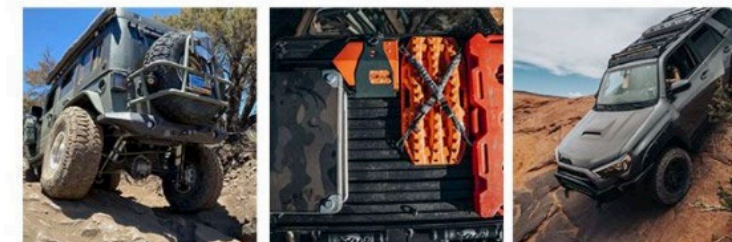
## KIT YOUR RIDE WITH DMOS

Packed with the heroic strength of our American-made extendable shovel, plus LED power flares, elk skin gloves, a Petzl® headlamp and other handpicked self-recovery essentials, our Mountain Pass Kit gives you the confidence to roll solo whether in ski wagons, adventure vans or elk camp rigs. All the gear you need to get back on the road without calling in a rescue.

SHOP NOW

## SURVIVED THE MOUNTAINS?

Show Us Your Sketchy Drives, Hammering Storms or Most Stuck Moments



SHOOT US A FOLLOW

# VIDEO

## VOICEOVER SCRIPT

### PASS IT ON

**Setting:** *Dusk, rainy pass, dark/moody.*

“In our prior lives, we’ve been buried in deep snow banks and left with dead batteries in subzero weather

We started DMOS to build fail-proof, pro-grade shovel tools for your expeditions or adventures. Now, we’re here to lend a hand and pass on what we’ve learned the hard way—Introducing the New DMOS Mountain Pass Kits.

We’ve paired our award-winning, 5 star American-made shovels with premium bags and roadside essentials to offer you the gear you need to be mountain-ready even if you’re only driving on tarmac at sea level.

Because Mother Nature is unpredictable, get the Mountain Pass Kit for your rig. Let our experience kit your ride.”



# VIDEO

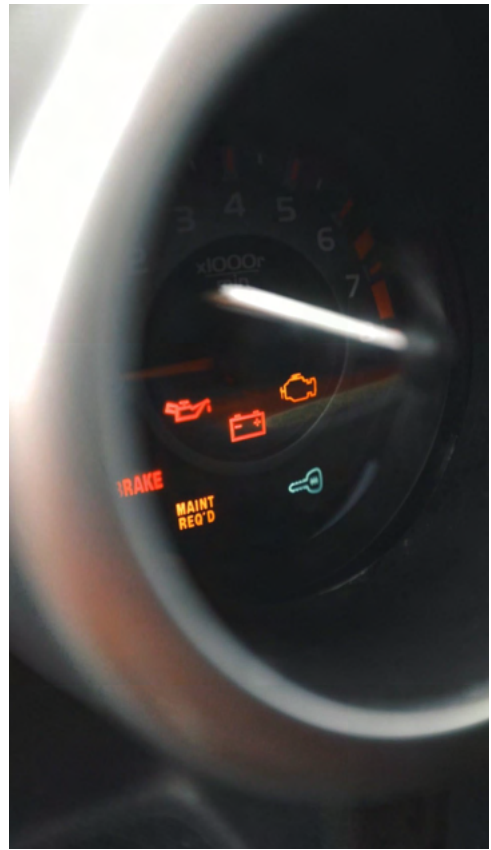
VOICEOVER SCRIPT





# BEHIND THE SCENES

STILLS FOR SOCIAL USE



# ADDITIONAL IMAGERY

PHOTOSHOOT TO FILL IN CONTENT GAPS





**THANK YOU**

All copy and creative © Voicebox West, subject to license agreement.