



LAST UPDATE: 02.2015

# EDDIE BAUER PHOTOGRAPHY

The camera should feel like an engaged part of the story, not a cold, detached observer.

Eddie Bauer photography is energetic, spontaneous, and adventurous. It is strong and confident.

Eddie Bauer photography features subjects that are engaged with the camera. They're authentic, non-posed, and genuine.

Eddie Bauer photography is active and presents the outdoors in an epic and passionate point of view.

Eddie Bauer photography is perfectly imperfect.

Eddie Bauer photography is cinematic.

# STAGES OF TRAVEL

Highlight remoteness of locations and complexity of travel  
Transitions from Adventure Travel to Wilderness - tie to appropriate product  
Capture community, camaraderie and cooperation between guides in intimate and relaxed interaction



# ACTION

Guides in action - focused  
Guides and product should pop off the epic background in a dynamic composition  
Show dramatic scale of drops and environment  
Illustrate sense of the difficulty and effort involved



# EPIC SCENIC

KAYAK PNG

2015 EXPEDITION

Capture vistas with big sky and/or foreground to give a sense of scale



# HERO PRODUCT SHOTS

KAYAK PNG

2015 EXPEDITION

Product is focus of image

Take advantage of beautiful lighting to highlight key elements of product: color, details, technology, logos, etc.

Authentic, clean-lined background sets the stage for the product



# OUR GUIDES

KAYAK PNG

2015 EXPEDITION

Capture Guides in relaxed moments - as if unaware of the camera. We need to see their faces but not as a mug shot, personality should shine through.





EXPEDITION, KAYAK PNG

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# 4D BRAND CONTENT CAPTURE

KAYAK PNG

2015 EXPEDITION

Dynamic, aspirational, Level 7 guide-centric content focused on building brand relevancy, authentic active storytelling, increasing endemic reach and new customer acquisition

## CONTENT DELIVERABLES

### VIDEO CAPTURE OVERVIEW:

- Whitewater Action Shots
- Adventure Travel Moments (cultural interaction, signs and structures for context, deep in the jungle moments)
- Behind-the-Scenes Edit (5-6 min) on Challenge and Determination (Logistical, Whitewater, Project, Filming...viewed through Ben's determined lens)
- Epic Scenic B-Roll of Wilderness (Jungle, River, Isolation, Campsites, Night Sky, etc)
- Overhead action and perspective shots (that provide a sense of scale)
- Tripod Action with Landscape (long, stabilized, slow, still-framed shots with Melissa climbing in and out of frame)
- Environmental Shots (texture, weather, wind, stars, snow, water) that captures the natural environment in a creative way
- Wilderness scenics (incredible natural perspectives)
- Interview Q and As with Ben and Chris (before and after the mission)

### STILL CAPTURE SHOT LIST:

- Storytelling Shots that support the "Challenge and Determination" narrative
  - Creative Expressions of the Natural World (with and without kayakers)
- (note: look for water patterns, rock textures, unbalanced composition, rich colors, surface contrasts, unique framing, image confusion)
- Environmental Shots (texture, weather, wind, stars, rock, water) that captures the natural environment and adventure travel in a creative way
  - Product Shots in Context (Close and Far)
  - Instagram Banger Selects (Epic Scenics, Epic Action)
  - Cover-worthy Approach, Adventure or Action
  - Off-guard, causal and character-driven lifestyle shots of the athletes (reference: Torngat)
  - Adventure Travel shots (with journalistic capture)

### BLOG DELIVERABLES:

Ben Stookesberry blog on the descent of the Beriman

Chris Korbolic photo gallery (12-16 captioned selects)

# TOP 10-SHOT/LOCATION LIST

KAYAK PNG

2015 EXPEDITION

- Packing, travel, approach and access (lugging gear, heli drop, take off, detail shots, etc)
- Local color, culture and characters (with and without athletes)
- Whitewater kayaking action (both close and with environmental context)
- Overhead shots (With and without kayakers and landscape for scale and context)
- Expedition camping shots (In the Gorge, with and without athletes, with gear spread out)
- Product Shots in Context (Close and Far, with a dramatic backdrop)
- Night Star Shot (or similar)
- Shots of emergence out to the Coral Sea and Local Village
- Tight shots of athletes that show the difficulty, logistical challenges and struggle of the trip
- Adventure travel moments including signs and structures for context

Extra credit: Guides and Athletes interacting casually and with character

## GUIDES/ATHLETES



Ben Stookesberry



Chris Korbolic

## LOCATION



Beriman River Gorge, PNG

## OBJECTIVE

Expedition kayakers Ben Stookesberry and Chris Korbolic will strike deep into the unexplored heart of Papua New Guinea for a first descent attempt on the Beriman River, a mission they first envisioned during their successful trip to run the Iso Gorge in 2013. Shrouded by challenging access deep in the wilderness of New Britain Island, the Beriman runs through a 3,000-foot fissure in the terrain from its source high in the Nakni Mountains to its outlet at the Coral Sea. The un-run river has been characterized as forty of the wildest miles of whitewater on the planet and once the team drops in they are fully committed for the 7 to 10 days and 4,000 vertical feet it will take to unlock the waterfalls and whitewater of the river.

## ACTIVITY

Whitewater expedition kayaking, adventure travel

## PRODUCT

TBD, Travex Mountain Shirt, Maximus Duffel

**Eddie Bauer images are dynamic compositions that highlight Guide and Product authenticity in aspirational settings**

## STILL PHOTOGRAPHY COMPOSITION

Follow 1/3 x 2/3 composition rule, where subject is offset from center  
Shoot dynamic angles of subject, avoiding shooting "straight on" to camera  
Capture horizontal and vertical imagery for various usage  
No fish-eye distortion  
Wide angle and telephoto shots are very welcome  
Panoramic shots work well

## TECH INFORMATION

Include GPS coordinates in the metadata  
Shoot RAWs 11" x 14" @ 300 dpi  
Eddie Bauer will process raw files  
Deliver eip or .xmp or .cos files and EB will use these to process tiffs, so that your adjustments will be applied to the EB files

## METADATA

Include location information in the metadata: names of rivers, mountains, pitches, passes, towns

## CONTENT PUBLISHING SCHEDULE

### **MAY 2016 ALMOST LIVE COVERAGE (ORGANIC)** **SPRING KAYAK TIMEFRAME**

**CHANNEL: SOCIAL; Third-Party Rebroadcast**

*Rebroadcast and shares of athlete/creative posts/pics/tweets after trip timeframe*

### **MAY 2016 CONTENT LAUNCH (PLANNED)** **Spring Adventue Travel Timeframe**

**CHANNEL: INSTAGRAM (4/15 to 5/1)**

*Photographer selects posted to Instagram channels after release of Red Bull film (5-10 selects)*

**CHANNEL: YOUTUBE/VIMEO; FILM TEASERS AND FILM EMBED (5/1)**

**CHANNEL: YOUTUBE/FILM BEHIND THE LINE PIECE (5/1)**

**CHANNEL: BLOG; Blog posts and Galleries (5/1)**

**CHANNEL: PRINT; Catalog Feature Story and Q/A content (SPRING ACTIVE)**

**CHANNEL: ECOM; Homepage takeover (5/1)**

**CHANNEL: FB/TWITTER; Facebook/Social Campaign (5/1 to 5/15)**

**CHANNEL: STORE; Store Usage of Kayak for Adventure Travel Timeframe (5/1 to 5/15)**

### **FALL EDITORIAL PLACEMENTS (CULTIVATED)**

**CHANNEL: ENDEMIC EDITORIAL; Potential story in Red Bulletin**

### **EVERGREEN (HARVESTED)**

**CHANNEL: STORE; Aspirational environmental images**

**CHANNEL: ECOM; Kayaking and adventure travel**

**CHANNEL: HUB; Images/interview clips for new guide bio pages**