

**UA PU ISLAND, FRENCH POLYNESIA**  
**CONTENT PLAN-*SPRING 2014***  
**TREK / TRAVEL / RAIN**

SHOOT DATE: APRIL 4-22, 2013

# LIVE YOUR ADVENTURE

EDDIE BAUER IS AN ACTIVE, OUTDOOR COMPANY ROOTED IN THE GREAT NORTHWEST. WE HAVE BEEN OUTFITTING AMERICA FOR ALMOST 100 YEARS, AND ARE PASSIONATE ABOUT INSPIRING AND ENABLING YOU TO GET OUTSIDE. IN LOVE WITH THE WORLD AROUND US, WE KNOW THE BEST ADVENTURES ARE BEST SHARED WITH OTHERS.

# PHOTOGRAPHY

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

Eddie Bauer photography is joyful, spontaneous, and adventurous.

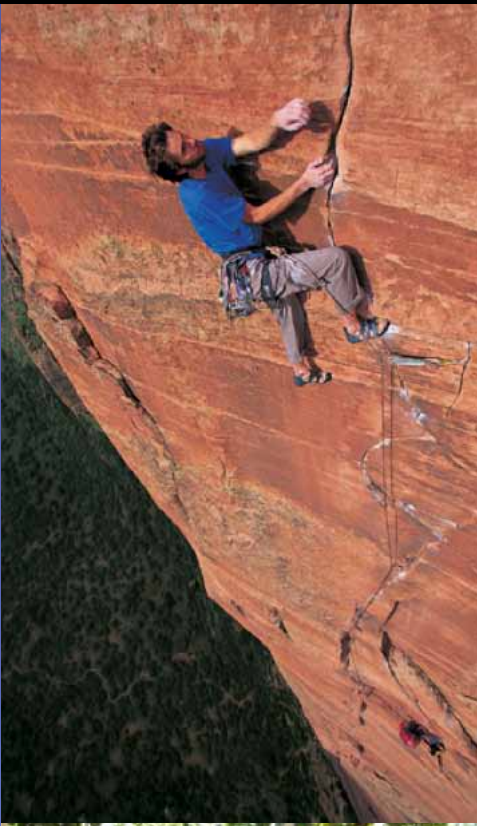
Eddie Bauer photography is active and presents the outdoors in an epic and passionate point of view.

Eddie Bauer photography is perfectly imperfect.

Eddie Bauer photography is cinematic.

Through the lens of performance sunwear. The visual filter is polarized, crisp, saturated blues, warm skin tones.





concept  
LOOK & FEEL





EPIC:  
-Climbing Poumaka (wall shooting)  
-Climbing off a boat  
-Approach shot  
-Setting shot

NOTE:  
-Shoot intimate close up and pulled back moments to capture the epic story of the expedition.  
-Both horizontal and vertical captures of key moments for various end usage.

# EPIC BRAND MOMENTS







- LIFESTYLE:**
- Adventure travel. Getting there (boats, planes, luggage being loaded). Trekking into the jungle. Local color and culture
  - Shoot gear, sleeping bags, tents at different elevations. When shooting gear, make sure it isn't overly styled, but should be authentic.
  - Include downtime moments; get base camp activities and images with broader scope of product featured.
  - Capture unforced interaction with local culture.

- Note:**
- Shoot pulled back and up-close intimate moments to tell whole story.
  - Both horizontal and vertical captures of key moments for various end usage.

# LIFESTYLE





VIGNETTES

Story board for wall shooting and lifestyle video/ stills. Shoot all elements that would communicate a full day of climbing on Ua Pu Island

- Stills Organizing Principles
- arrival - travel in planes, boats, luggage
  - base camp set up
  - tents / sleeping bags / packs
  - sleeping-darkness
  - stove turns on-coffee-walking up the trail in the dark with head-lamps
  - first light on formations
  - getting ready at the base
  - shots of gear (packs)
  - climbing pitches quickly
  - lunches
  - belays
  - sun
  - thirst
  - cool panning shots looking down cracks
  - sun going down time lapses
  - rapping and walking down with head-lamps
  - campfire and dinner
  - local color and culture

Rain

- if it rains, capture moments to help tell the spring story.

Video - All of the above, plus:

- scenic, sun rise and sundown shots of hiking on trails from base camp
- Time-lapse of climbers moving up the wall

INTERVIEWS:

Backstory - why Ua Pu Island? What drew you to this destination? How did you prepare, what research did you do for trip, do you have a guide, how do you prepare for an unclimbed big wall in the jungle and the unknown,what's the significance to you as a climber. Talk about it being a First Ascent.

Climbing - what's unique about destination, basalt towers, does it change your climbing style, etc.

Location culture - jungle approach, reception by locals, food, transport, getting there

Interview with athletes/experience - experience in the field, love about area, what surprised them

BLOG DELIVERABLES

- 3 Written Blogs
- Pre trip training, kids w/guns climb
  - During the trip; getting to the climb and setting the scene for the location.
  - Post trip wrap up

Online Photo Gallery

- 10-15 favorite images with captions

Video

- Edited inhouse. Incorporates interviews and supporting footage to highlight climbing in a unique destination and all the surprises along the way.

LOCATION



LANDSCAPE

- Shoot pulled back landscape shots with and without Mason to show epic location
- Ua Pu Island
- Wall
- Route
- Campground
- Portaledge
- Ocean climbing objective

PRODUCT

- Stargazer Tent
- Bacon Pack
- FA duffles, rolling duffles
- Travex

PRODUCT VIDEO:

- Stargazer Tent
- Bacon Pack
- Arclite Pack
- Guide Short
- Send Short

LOGOS

- Capture logos on product.
- Capture dual logos on new Eddie Bauer First Ascent product.

Eddie Bauer



ATHLETE



MASON EARLE

STORYBOARD



# SPORT SHOP

## GUIDES DAY OFF - CABIN BLUFF, GEORGIA

### CONTENT PLAN-FALL 2013

SHOOT DATE: MAY 11 - MAY 15, 2013

---

#### TIME MEETS TRADITION AT CABIN BLUFF

AS THE OLDEST HUNTING CLUB IN AMERICA, CABIN BLUFF IS A CLASSIC, ROUGH-CUT DESTINATION FOR WINGSHOOTERS SEEKING A LOCATION THAT COMBINES BOTH THE TIMELESS AND TRADITIONAL ASPECTS OF SOUTHERN QUAIL HUNTING CULTURE IN AN IDYLIC COASTAL LOCATION. FOR THE FALL SPORT SHOP OUTFITTER BOOK STORY, SPORT SHOP GUIDES MICHAEL PEPI AND REBECCA ETCHEN PETERS WILL TRAVEL TO CABIN BLUFF LODGE TO REVISIT THE STORIED QUAIL HUNTING HISTORY OF A LODGE THAT HAS HOSTED EVERYONE FROM POLITICAL LEADERS AND FAMOUS WRITERS TO GENERATIONS OF INFLUENTIAL FAMILIES SINCE IT WAS FIRST FOUNDED IN ITS CUMBERLAND RIVER, GEORGIA LOCATION IN 1928.

---

#### **SPORT SHOP - BORN IN THE FIELD. BUILT FOR THE FUTURE.**

In 2012, we returned to the spirit of Eddie Bauer's original business as outfitter and guide, launching a complete line of premium hunting gear. Blending tradition and technology, our exclusive series of hunting and shooting gear is built, tested, and perfected by our team of Sport Shop Guides, which includes renowned experts such as Michael Pepi, John Burrell, and Rebecca Etchen Peters. The combination of integrity, legacy, and expertise is what continues to define Sport Shop as the toughest, most technical series of wingshooting apparel available.



# LIVE YOUR ADVENTURE

EDDIE BAUER IS AN ACTIVE, OUTDOOR COMPANY ROOTED IN THE GREAT NORTHWEST. WE HAVE BEEN OUTFITTING AMERICA FOR ALMOST 100 YEARS, AND ARE PASSIONATE ABOUT INSPIRING AND ENABLING YOU TO GET OUTSIDE. IN LOVE WITH THE WORLD AROUND US, WE KNOW THE BEST ADVENTURES ARE BEST SHARED WITH OTHERS.

# PHOTOGRAPHY

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

Eddie Bauer photography is authentic.

Eddie Bauer photography is joyful, spontaneous and adventurous.

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

Eddie Bauer photography is cinematic.

Eddie Bauer photography is vibrant and simply composed.

Eddie Bauer photography is aspirational.





concept  
**LOOK & FEEL**





ASPIRATIONAL SURROUNDINGS

- Shoot pulled back moments, little people in a vast setting. Capture essence of location.
- Both horizontal and vertical captures of key moments for various end usage.



SETTING SHOTS





LIFESTYLE:  
 -Shoot slightly pulled back and up-close intimate moments to tell the whole story.  
 -Both horizontal and vertical captures of key moments for various end usage.



# LIFESTYLE



# VIGNETTES

shoot all elements that would communicate the expedition from start to finish.

The story thread will examine a narrative marked by both a local hunting heritage and a distinctive approach to every aspect of the operation from dog training and habitat management to local guide knowledge and southern lodge cuisine. With an eye on the steady constant of the lodge atmosphere and stunning backdrop of the Cumberland Island National Seashore, this Outfitter Book feature will also explore the specific challenges of preserving both landscape and tradition through hardwood habitat management and genuine cultural stewardship.

## ORGANIZING PRINCIPLES

### Stills & Video Storytelling

- Shot categories:
- 1) Scenic landscapes of stunning locations
  - 2) Shots of quail hunting in the local landscape (quail buggies, detail shots)
  - 3) Shots of guides working the dogs
  - 4) Interviews with Michael Pepi and Rebecca Etchen Peters about the distinctiveness of the Cabin Bluff experience
  - 5) Shots of Rebecca on the sporting clays course
  - 6) After the hunt shots in the lodge and at the bar
  - 7) Location setting shots that provide the context of Southern Georgia
  - 8) Rebecca to casually interview Andy, the lodge manager, and Wes, quail guide, about the distinctiveness of Cabin Bluff, the fusion of tradition and timelessness and their connections to the lodge
  - 9) Interviews with Michael Pepi and Rebecca Etchen Peters about the distinctiveness of the Cabin Bluff experience

## BLOG DELIVERABLES

500-600 words with 8-12 captioned images per post to support  
One blog post each from Michael Pepi and Rebecca Etchen Peters detailing the following topic, delivered within two weeks of completion of the trip.

- 1) MICHAEL PEPI  
The fusion of tradition and timelessness with a specific storytelling thread related to the dog training operation and general lodge management aspects that make Cabin Bluff unique from a hunt master’s perspective. Specific scenes should tie to examples of watching the dogs work and/or the experience of hunting quail in a privately managed habitat, emphasizing the distinctiveness of Cabin Bluff compared to other hunting lodge operations.
- 2) REBECCA ETCHEN PETERS  
The fusion of hunting culture and southern hospitality, from a female perspective, with a reference to women’s hunting history in southern hunting culture. Scenes or segments should tie to the cultural and habitat aspects of the location with potential references to the sporting clays course as well as the after-hunt traditions at Cabin Bluff.

# STORYBOARD

## INTERVIEW

### Potential questions for MICHAEL

- 1) Why is southern Georgia such a world-class destination for quail hunting?
- 2) How does Cabin Bluff differ from other operations you’ve visited?
- 3) What is the hunting experience like at Cabin Bluff?
- 4) What elements blend the tradition and timelessness of the operation?
- 5) Do you feel connected to the tradition when you hunt here?
- 6) How does dog training differ at Cabin Bluff from what you’ve been involved with?
- 7) How would you describe the overall hunting experience at Cabin Bluff?
- 8) What was your most memorable experience at Cabin Bluff?
- 9) What surprised you most about the quail hunting at Cabin Bluff?
- 10) How would you describe the location and the habitat to someone who has never been to Cabin Bluff?
- 11) Do you see any connections between the tradition at Cabin Bluff and the tradition of Sport Shop?

### Potential questions for REBECCA

- 1) What surprised you most about the trip to Cabin Bluff?
- 2) How was your experience different at Cabin Bluff?
- 3) What makes the experience of wingshooting in Southern Georgia different from other lodges or locations you’ve visited?
- 4) Did you get a sense of the tradition while hunting at Cabin Bluff?
- 5) Did you feel connected to hunting traditions at Cabin Bluff that are disappearing elsewhere?
- 6) What aspects of the southern culture and tradition do you enjoy most?
- 7) As a woman who hunts, what made your experience at Cabin Bluff unique?
- 8) Why does the Sport Shop line work well for the type of wing-shooting at Cabin Bluff?
- 9) How would you describe your experience on the Sporting Clays course?
- 10) What was the most adventurous aspect of the trip?

## ATHLETE

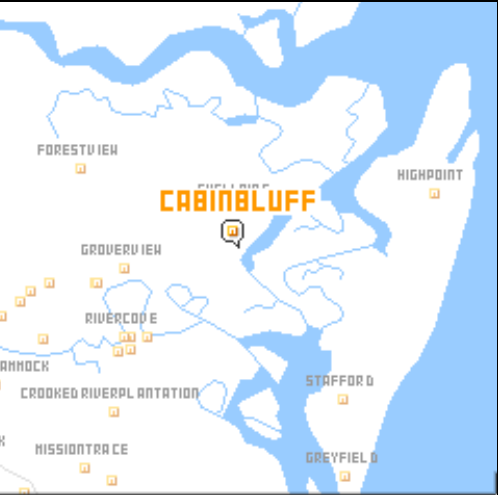


MICHAEL PEPE



REBECCA PETERS

## LOCATION





PRIMARY WINDOW LOOK  
Field Outfit



+



PRODUCT

ADDITIONAL LOOKS



PRODUCT

LOGOS

- Capture logos on product.
- Capture dual logos on new Eddie Bauer First Ascent product.

*Eddie Bauer*







## ADVENTURE PUERTO RICO

### CONTENT PLAN-*FALL* 2013

SHOOT DATE: APRIL 29-MAY 5, 2013

---

JULIA DIMON VISITS THE COMMONWEALTH OF PUERTO RICO AND THE CULTURAL AND ADVENTUROUS FUSION THAT MAKES THIS ISLAND FEEL BOTH LATIN AND AMERICAN AT THE SAME TIME. FROM VISITING THE WATERS OF BIO BAY AND EXPLORING THE THIRD LARGEST UNDERGROUND CAVE SYSTEM IN THE WORLD AT RIO CAMUY TO CANYONEERING, RAPPELLING AND DIVING IN THE EL YUNQUE RAINFOREST REGION, DIMON WILL CIRCUMNAVIGATE THE ISLAND WITH STOPS ALONG THE WAY THAT EXPLORE THE UNTAPPED ADVENTUROUS POTENTIAL AND THE CULTURAL LANDSCAPE OF AN ISLAND THAT GETS OVERLOOKED BY TRAVELLERS IN FAVOR OF ITS HIGHER PROFILE CARIBBEAN NEIGHBORS.

---

## TRAVEX- MADE FOR TREK AND TRAVEL

Our exclusive series of gear and apparel. Built by our Adventure Travel Guide Team—with their decades of experience exploring the globe—every item is engineered to perform and ready for adventure, whether on a long weekend or a trip of a lifetime.

# LIVE YOUR ADVENTURE

EDDIE BAUER IS AN ACTIVE, OUTDOOR COMPANY ROOTED IN THE GREAT NORTHWEST. WE HAVE BEEN OUTFITTING AMERICA FOR ALMOST 100 YEARS, AND ARE PASSIONATE ABOUT INSPIRING AND ENABLING YOU TO GET OUTSIDE. IN LOVE WITH THE WORLD AROUND US, WE KNOW THE BEST ADVENTURES ARE BEST SHARED WITH OTHERS.



# PHOTOGRAPHY

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

Eddie Bauer photography is joyful, spontaneous, and adventurous.

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.

Through the lens of performance sunwear. The visual filter is polarized, crisp, saturated blues, warm skin tones.





concept  
**LOOK & FEEL**





EPIC: ADVENTURE TRAVEL

- Shoot pulled back moments to capture the epic story of the expedition.
- Both horizontal and vertical captures of key moments for various end usage.

# SETTING SHOTS







## TREK: ADVENTURE

- Shoot slightly pulled back and up-close intimate moments to tell the whole story.
- Both horizontal and vertical captures of key moments for various end usage.
- Capture "seize the moment" shots.



# TREK





## TRAVEL: CULTURE FUSION

- Shoot slightly pulled back and up-close intimate moments to tell the whole story.
- Both horizontal and vertical captures of key moments for various end usage.
- Capture "seize the moment" shots.



# TRAVEL



**VIGNETTES:** shoot all elements that would communicate the expedition from start to finish.

**TREK: ADVENTURE**

- STILL SHOTS**  
**Action**  
(specific to sport i.e.-zip lines, canyoneering, caverns, hiking, kayaking)
- Arrival
  - Setting Place (trekking/arrival to activity destination. Landmark signage)
  - Trek via Circumnavigation
  - Taking in the Landscape (sunsets, sunrise, waves, jungle, moving through environment)
  - Departure

**TRAVEL: CULTURE FUSION**

- STILL SHOTS**  
**Local Interaction and Local Cultural Moments**  
(eating food, interaction, markets, etc)
- Arrival
  - Setting Place (flag, welcome signs, store signs, landmarks)
  - Travel via Circumnavigation
  - Taking in the Landscape (sunsets, sunrise, waves, moving through environment)
  - Departure

**VIDEO**

In addition to the above:  
Enough footage to cut three 3-4 minute blog pieces that follow the travel narrative of circumnavigating the island from an active, natural and cultural fusion perspective.

- Shot categories:
- 1) Scenic landscapes of stunning locations
  - 2) Shots of Julia being active
  - 3) Coming and going travel shots
  - 4) Interviews with colorful local characters about sport
  - 5) Location setting shots such as landmarks, flags, welcome signs, airport, etc
  - 6) Interview with Julia about her experience in Puerto Rico

**INTERVIEW:**

Interview with athletes/experience - experience in the field, love about area, what surprised them

- Backstory :
- 1) What makes Puerto Rico so unique and different from the places you’ve visited?
  - 2) Were you surprised at how much active sport potential the island has?
  - 3) As an adventure destination, why do you think Puerto Rico is overlooked?
  - 4) What was your most unique active experience on the island?
  - 5) How would you describe the cultural identity of the island?
  - 6) What was your most unique cultural moment on the island?
  - 7) What was the most interesting food you tasted in Puerto Rico?
  - 8) How would you sum up the experience of Puerto Rico?
  - 9) What three elements exemplify the adventure travel element of Puerto Rico?

**STORYBOARD**

**BLOG DELIVERABLES**

3 Written Blogs  
500-600 words with 8-12 captioned images per post to support

- 1) Fusion. Blog post that dives into the specific Latin/American cultural fusion through elements such as food, culture, music and distinctive everyday aspects of Puerto Rican lifestyle with some history, context and connection to Old San Juan.
- 2) Action and Adventure. Blog post that details the untapped active destination potential of the island with specific references to captured action scenes such as canyoneering, diving, caving or surfing.
- 3) Landscape. Blog post that, through some specific story or moment, describes then dives into the natural beauty and uniqueness of the island with references to environment and climate.

Online Photo Gallery  
10-15 favorite images with captions

Video  
Enough footage to cut three 3-4 minute blog pieces that follow the travel narrative of circumnavigating the island from an active, natural and cultural fusion perspective.

**ATHLETE**



JULIA DIMON

**LOCATION**



**STORYBOARD**



TOP KEY LOOK 1-TREK  
Travex



+



option

PRODUCT

TOP KEY LOOK 2-TRAVEL  
Solstice Knot Dress / Merino Travel



+



option



option



ADDITIONAL KEY LOOKS (in order of importance)

3



TREK

4



TREK

5



TRAVEL

6



TREK

PRODUCT

LOGOS

- Capture logos on product.
- Capture dual logos on new Eddie Bauer First Ascent product.

*Eddie Bauer*

TRAVEX®