

A person with a backpack is wading in the ocean at sunset. The sun is low on the horizon, creating a golden glow across the sky and water. The person is in the center-left of the frame, facing right. The water is dark with small waves. The sky is filled with clouds, some of which are illuminated by the setting sun.

BLACKBONE OUTFITTERS MEDIA OFFERINGS

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PRESENTED BY CAMDEN SPEAR

VISION

GROWTH

LEGACY

BACKBONE OUTFITTERS OFFERS COMPREHENSIVE VIDEO AND PHOTO PACKAGES TAILORED DIRECTLY TO OUR CLIENTS NEEDS. FROM BRANDED CONTENT TO FULL LODGE REBRANDS WE OFFER A WIDE RANGE OF OPTIONS AND THE TEAM TO SHOOT, PRODUCE, EDIT, AND DESIGN THE HIGHEST QUALITY ASSETS AND CAMPAIGNS.

BY OPERATING AS AN ALL IN ONE PRODUCTION HOUSE AND AGENCY, WE CAN HELP POSITION OUR CLIENTS PROPERLY IN THE TRAVEL SPACE AND PROVIDE THEM WITH THE HIGHEST QUALITY MARKETING MATERIALS.

WE WORK CLOSELY WITH EACH CLIENT TO BUILD A MARKETING AND DEVELOPMENT STRATEGY, USING OUR IN-HOUSE TEAM TO REACH YOUR GOALS,

WE HELP BRING YOUR BRAND TO LIFE

WE HANDLE EVERY STEP OF THE PROCESS, FROM PRE-PRODUCTION PLANNING AND STRATEGY TO SHOOTING AND EDITING. FROM FULL-LENGTH DOCUMENTARIES TO SHORT-FORM SOCIAL MEDIA CONTENT, WE CAN PRODUCE THE HIGHEST QUALITY MEDIA TO HELP TELL YOUR BRAND'S STORY.

OFFERINGS | MEDIA

STRATEGY

METICUOUSLY PLANNED BEFORE ANYTHING IS PRODUCED

BEFORE THE SHOOT OUR TEAM WORKS WITH YOU TO PLAN AND STRATEGIZE THE MOST EFFECTIVE WAY TO ROLLOUT YOUR MEDIA ON SOCIALS AND WEBSITE.

MEDIA PRODUCTION

FULL SERVICE PRODUCTION

WE COVER EVERY STEP OF THE MEDIA PRODUCTION PROCESS WORKING WITH CLOSELY WITH YOUR TEAM TO DEVELOP AND TELL YOUR BRANDS STORY.

PHOTOGRAPHY, BRAND FILMS/ANTHEMS, BRANDED CONTENT, SHORT AND LONG FORM STORYTELLING, CAPTURING THE MOMENTS THAT MATTER

OFFERINGS | TECH

WEBSITE SERVICES

FULLY CUSTOM BUILT WEBSITES TAILORED TO EACH CLIENTS NEEDS

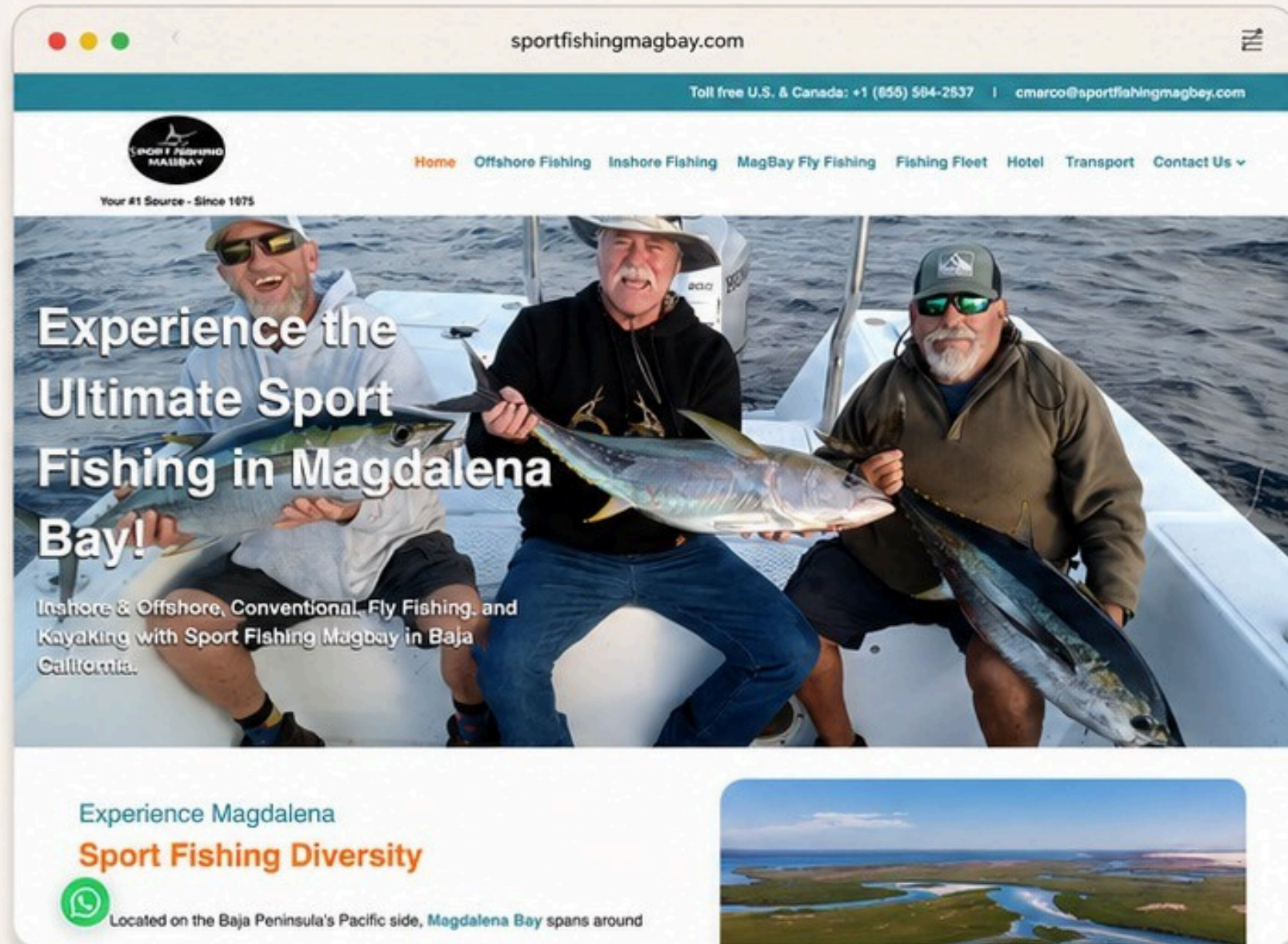
YOUR WEBSITE IS USUALLY THE FIRST THING A POTENTIAL CLIENT SEES BEFORE THEY EVER REACH OUT. WE BUILD CUSTOM SITES DESIGNED SPECIFICALLY FOR FISHING LODGES. CLEAN, FAST, AND BUILT TO CONVERT THE KIND OF ANGLER YOU'RE TRYING TO REACH.

EVERY SITE WE BUILD IS TAILORED TO YOUR DESTINATION, YOUR EXPERIENCE, AND YOUR BRAND. NO TEMPLATES, NO GENERIC LAYOUTS. JUST A SITE THAT ACTUALLY LOOKS AND FEELS LIKE THE OPERATION YOU'VE BUILT.

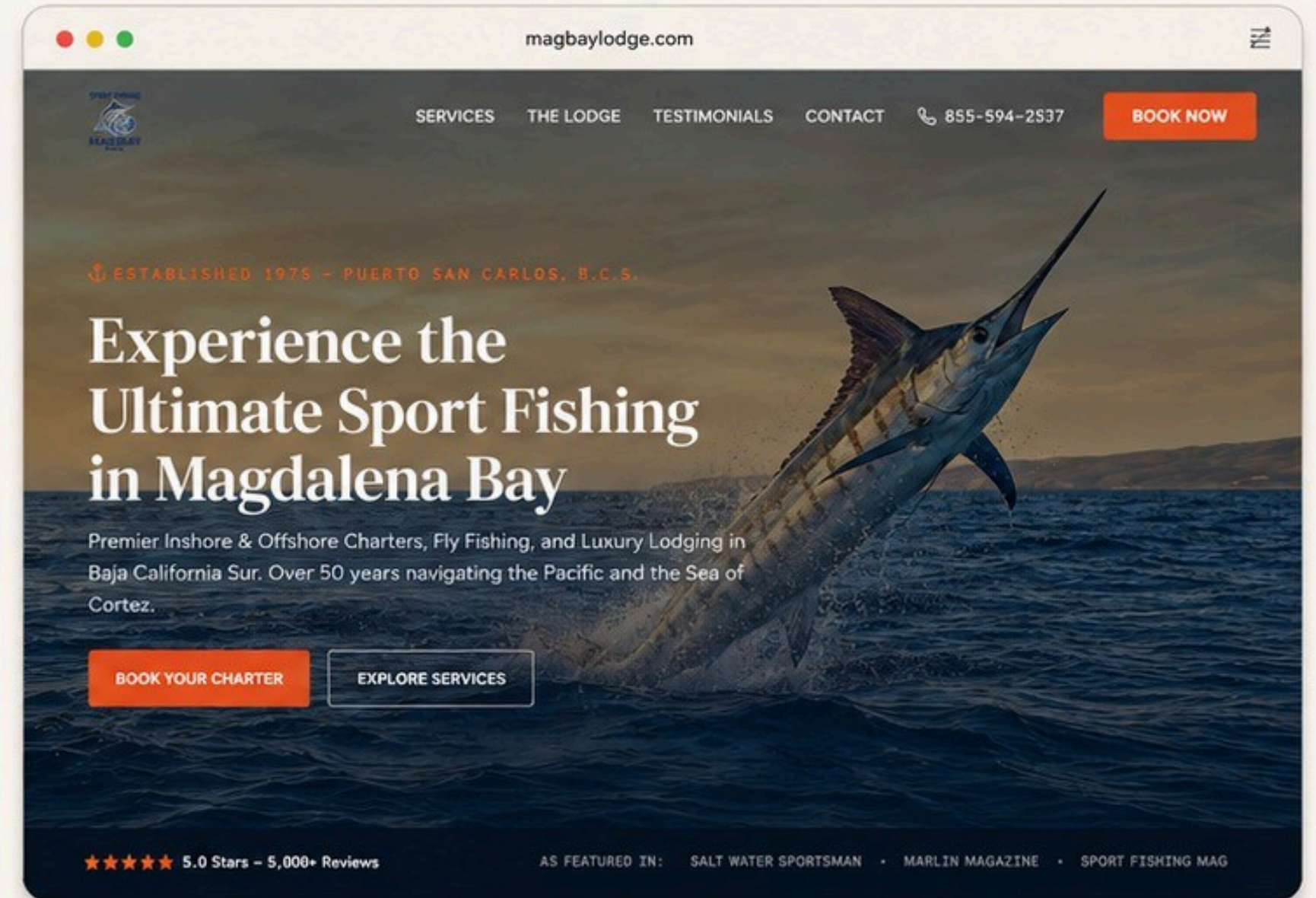
From Old Lodge Site to Modern Booking Experience

A cleaner, more premium experience built to drive more bookings.

OLD SITE



NEW SITE



Clear CTA



Better Storytelling



Mobile-First

A low-angle, close-up shot of a person's legs and feet on a boat. The person is wearing dark pants and white sneakers. They are standing on a white deck next to a large, black outboard motor. The boat is moving on a body of water, with a blurred background of trees and a blue sky with some clouds. The text "PACKAGE OPTIONS TO GET THE CONVERSATION STARTED" is overlaid in white, bold, sans-serif font at the bottom left. A large white arrow points to the right at the bottom right. The text "ON THE NEXT PAGE" is in a smaller white font below the main text.

PACKAGE OPTIONS TO GET THE CONVERSATION STARTED

ON THE NEXT PAGE

TIER 1

BRANDED CONTENT

DELIVERABLE PACKAGE

DESIGNED FOR LODGES WHO NEED NEW REFRESHING CONTENT FOR SOCIAL MEDIA, SHORT WEBSITE TESTIMONIALS OR UPDATED PHOTO AND VIDEO OF NEW OFFERINGS.

WE RECOMMEND THIS TIER AS A BASE FOR CLIENTS LOOKING TO SHOWCASE SOMETHING NEW ON PROPERTY OR WITHIN THEIR OPERATION, DRIVE SALES FOR A SPECIFIC MONTH OR SEASON, OR TO CONTINUE THEIR ALREADY EXISTING MOMENTUM

- (1) 1 MINUTE TESTIMONIAL STYLE VIDEO OF LODGE
- (1-2) THIRTY-SECOND COMMERCIAL STYLE CUT DOWNS
- (8-10) 15 SECOND VERTICAL CUTS THAT COVER LODGE, EXPERIENCE AND OFFERINGS
- (40) PHOTOS OF LODGE AND EXPERIENCE
- (2) BTS CUTS

(PHYSICAL EXAMPLES OF DELIVERABLE TYPES ARE AVAILABLE ON PAGE 10)

TIER 2

BRAND ANTHEM

DELIVERABLE PACKAGE

DESIGNED TO HELP LODGES LAUNCH OR REFRESH THEIR BRAND OR EXISTING WEBSITE. REVOLVES AROUND THE NEED FOR HIGH QUALITY MEDIA THAT CAN BE SEAMLESSLY INTEGRATED THROUGHOUT SOCIAL MEDIA AS WELL AS ACROSS THE WEB.

INCLUDED FULL COMMERCIAL BRAND ANTHEM, ALONG WITH BRANDED CONTENT, AND COMPLETE PHOTO AND VIDEO PACKAGE.

(1) 2-3 HERO BRAND ANTHEM

(2) THIRTY-SECOND COMMERCIAL STYLE CUTDOWNS

(1) 1 MINUTE TESTIMONIAL STYLE VIDEO OF LODGE WITH CUTDOWNS

(8-10) 15 SECOND VERTICAL CUTS THAT COVER LODGE, EXPERIENCE AND OFFERINGS

(70) PHOTOS OF LODGE AND EXPERIENCE

(2) BTS CUTS

TIER 3

THE WHOLE PACKAGE

DELIVERABLE PACKAGE

THE FULL BRAND BUILDOUT. WE WORK CLOSELY WITH THE CLIENT TO STRATEGIZE AND PRODUCE ALL VISUALS FOR THEIR BRAND. THIS INCLUDES ALL WEBSITE DESIGN AND MEDIA STRATEGY.

THIS PACKAGE IS BEST SUITED FOR CLIENTS JUST STARTING OR LOOKING FOR A FULL REVAMP ON ALL VISUALS. ACCOMPANIED IS A FULL MARKETING AND MEDIA STRATEGY FOR BEST SUCCESS.

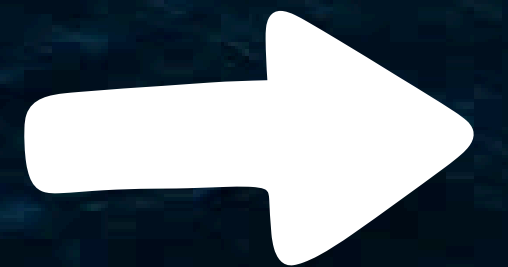
ALL MEDIA FROM TIER 1 AND 2 INCLUDED IN THIS PACKAGE
FULL WEBSITE DESIGN AND BUILDOUT
OPTIONAL MONTHLY WEBSITE MAINTANCE AVAILABLE
8 WEEK COMPREHENSIVE SOCIAL MEDIA STRATEGY PLAN
8 WEEK EMAIL MARKETING PLAN

THE BIG PICTURE

OUR MEDIA PACKAGES ARE DESIGNED WITH THE CUSTOMER IN MIND. WE WORK DIRECTLY WITH EACH CLIENT TO PRODUCE TOP TIER MEDIA THAT TELLS THEIR STORY AND FITS THEIR NEEDS, WHILE ALSO HELPING TO DRIVE CLIENTS TO THEM FROM THE TRAVEL-MANAGEMENT SIDE. THESE ARE NOT ONE SIZE FITS ALL.

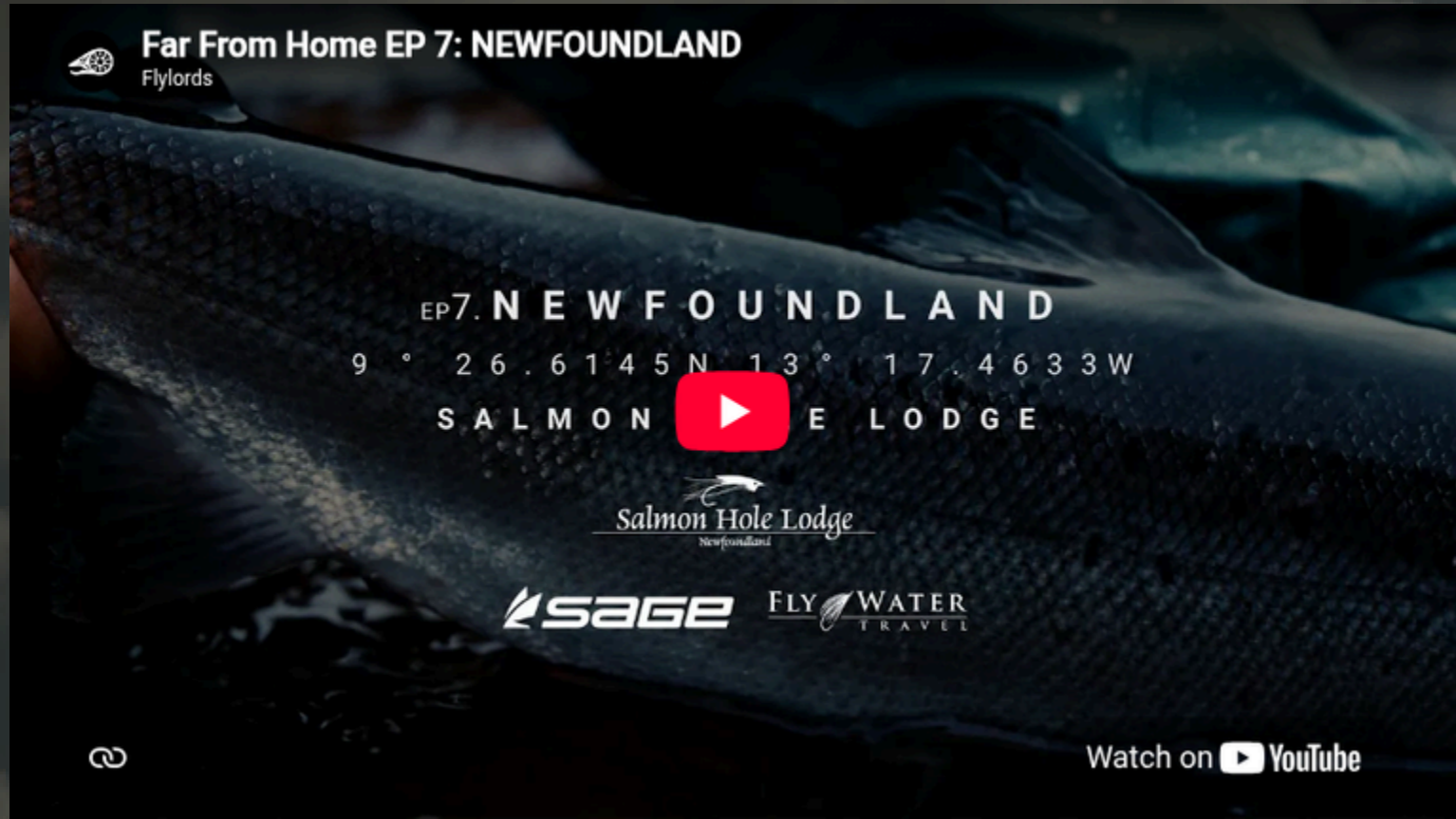
DELIVERABLE EXAMPLES

ON THE NEXT PAGE



BRAND ANTHEM

WHAT A LODGE BRAND ANTHEM COULD LOOK LIKE



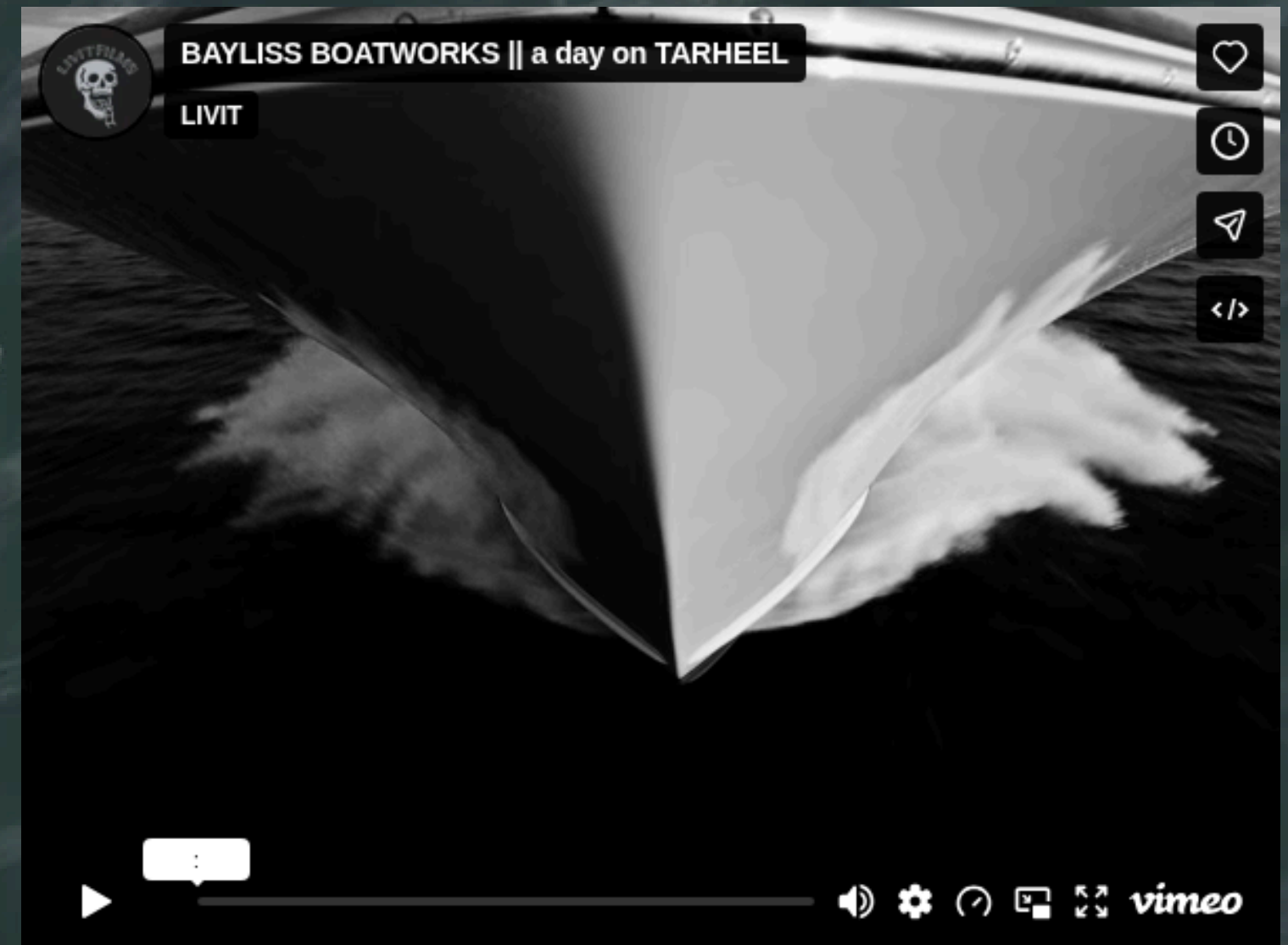
THE GOLD STANDARD



BRANDED CONTENT

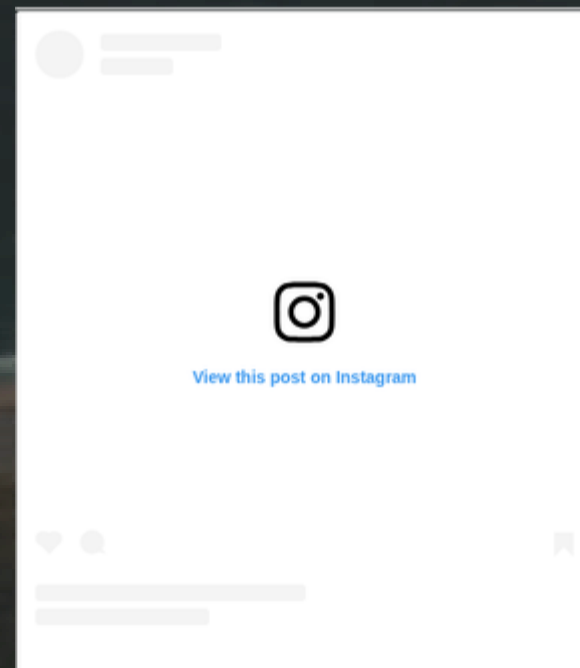
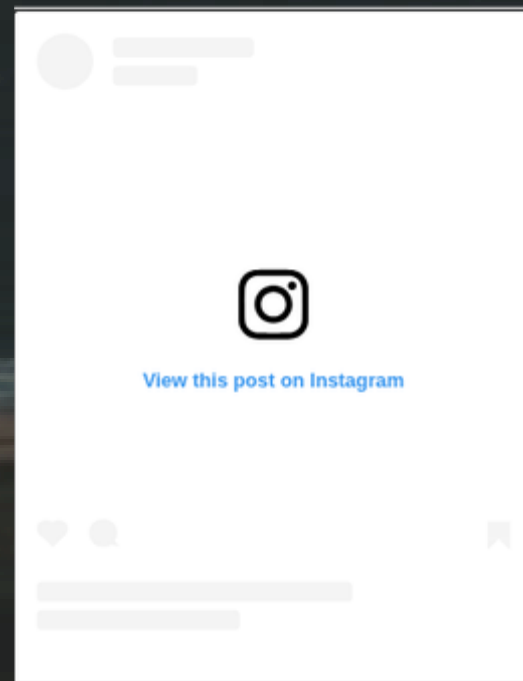
BRANDED CONTENT REACHES BEYOND THE BRAND AND INSTEAD BUILDS THE WORLD AROUND IT. CONTENT LIKE THIS HELPS TO CREATE AN EMOTIONAL CONNECTION BETWEEN THE BRAND AND THE CUSTOMERS

THIS STYLE OF CONTENT IS CONVERTIBLE TO VERTICAL FORMAT AND CAN BE USED AS ADS, YOUTUBE SHORTS OR MINI ANTHEM PIECES. ESPECIALLY IF YOUR GOAL IS TO MARKET A NEW EXPERIENCE, SHARE A NEW ADDITION OR HIGHLIGHT AN ESSENTIAL PART OF YOUR OPERATION.



SOCIAL SHORTS

SOCIAL SHORTS CAN BE CONVERTED TO ADS ON SOCIAL MEDIA PLATFORMS SUCH AS INSTAGRAM, YOUTUBE OR LIVE FROM THEIR WEBSITE.



THE GOAL

DOCUMENT AN ARRAY OF CONTENT STYLES WITH SOCIAL PIECES. FROM TESTIMONIALS AND RELISTATE STYLES TO ENERGY FILLED PEICES WE LOOK TO DISPLAY EACH CLIENT AS AUTHENTICALLY AS POSSIBLE.

TESTEMONIAL

“THE MOST USED AND IMPORTANT PIECES OF MEDIA FOR ANY LODGE”



IDEAL FOR:

INTEGRATION ONTO A WEBSITE

USED AS A COMPLIMENT TO ANY BLOG POST

YOUTUBE SHORTS OR LONG FORM

INSTANCES TO HELP CLIENTS GAIN AN UNDERSTANDING OF THE EXPERIENCE

TIMELINE

WE WORK WITH YOU TO DEVELOP AND DELIVER YOUR PROJECT EXACTLY WHEN YOU NEED IT

PRE-PRODUCTION

1-2 WEEK PLANNING PERIOD NO LATER THAN
2-3 MONTHS PRIOR TO TRIP.



PRODUCTION

1-2 WEEKS. (BASED OFF OF CLIENTS
PROGRAM AND DESIRED DELIVERABLES)



POST PRODUCTION

STANDARD 4-6 WEEK TURN AROUND FOR ALL
DELIVERABLES AND ACCOMPANYING MEDIA.
(FLEXIBLE BASED OFF OF CLIENTS NEEDS)

ALL TIMELINES ARE CUSTOMIZEABLE AND DEPENDANT ON THE CLIENTS GOALS AND AVAILABILITY.

MEET THE DIRECTOR



CLICK HERE





**STAY SALTY,
MY FRIENDS.**

