A hiker with a backpack is seen from behind, looking out over a vast mountain valley. The foreground is a lush meadow with yellow and white wildflowers. The middle ground shows rolling green hills and dense evergreen forests. In the background, rugged mountains rise under a sky with scattered white clouds. The hiker's backpack is black with a yellow patch and a grey helmet is attached to the back.

10 Questions

Getting to know the people
and places of Oregon's Wild spaces.



Crew



Brandon
Editor



Zak Rodgers
Director of
Photography



Noah
Sound/Media



Emma Josephson
Director



Stuart Lamirand
Producer

Overview

By using a dynamic character, location and unique shots we will letting your audience into the world of Oregon's Wild. (and teaching them a thing or two about it while we're at it). The purpose of this video is to give the audience a different experience they are not used to seeing in most branded content.

The video features a hiker/guide that is being asked questions by the person behind the camera. It's a casual conversation that involves us **getting to know their knowledge** about the wild spaces they love spending time in. We are tagging along on this a little journey from **packing up a bag** with all the needed supplies to hopping on the trail. We will ask **constructed questions** that cover their background, why they **love being out in Oregon's Wild**, and what they are worried about **for the future**.



Goals for project

1

Create a **connection with the audience** through getting to know this character. Break the ice.

2

Reach an audience that is familiar with this relaxed form of **entertaining but inspirational** content. While also connecting with Oregon Wild's present audience through content we discuss in the interview.

3

Communicate urgency. What is here, forests or waterways, won't always be here if we don't do **something to protect it**.

4

Create a **micro campaign** with a few stills of the nature we hike in and our character.

These photos will be great for thumbnails, sharing on social and **leading your audience to watch the video**.

Inspiration

Our concept is inspired by Vogue's video series that follows famous people around their house and asks interesting questions to them in a witty back and forth banter.

Scripted BUT seems organic.



0:00-1:00

Questions we will ask

- Ask her name and get to know her.
- **How did you get into backpacking/hiking?**
- How much of Oregon's forests and waterways are protected?
- **What's your favorite thing about being out here in nature?**
- Have you been seeing that more often?
- **What do you think the future of Oregon's wild spaces will be if we don't do anything about it?**
- Respond to the destroyed places in the wild | reference the things we pass by.

Target audience

We are creating the video knowing that Oregon Wild's audience is older and more "traditional," but we want to reach a more diverse crowd, by asking questions that are entertaining and informational.

- 01 | More diverse younger people in Oregon
- 02 | Current Audience | older "traditional"
- 03 | National Audience Yes that's possible! ;)





Connection to Oregon Wild Brand | What are we trying to communicate?

How does it honor your work?

- Overall, we want to create a message that is identical to the message that you've already been conveying. We hope to bring an educational & entertaining video that gives the new audience an understanding of the company and its values. We want the viewer to learn from the videos, in hopes that they'll apply the understanding to their own exploration.



Plus this idea features people on hikes instead of just beauty shots. And you said you like people in nature ;)



Start the hike

And show off the beauty of Oregon's Wild



Pack up + Introduce the character

Create a connection with the audience through getting to know this character. Break the ice.



Make the Purpose Clear

Leave the audience with a sense of awareness and urgency about some of the issues Oregon is facing.



Ask the questions

Begin asking questions, start actually trying to learn more about Oregon's wild and what's at stake.



10 Questions | Other shots

1. Drone shots to insert
2. Gopro footage from the hikers POV
3. Close ups of packing bag



Mid Shot of backpacker packing and adjusting backpack

Quick close ups



Long Shot following packer as he answers questions (this shot will be the primary shot as camera follows him around)



B role of the scenery of the on site location



B roll of what the subject discusses



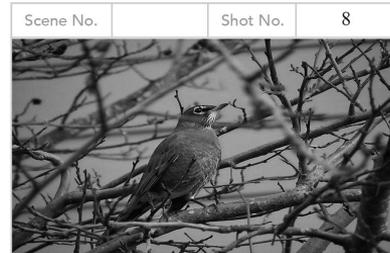
Long Shot interview with subject (continues throughout video.



Drone shot as subject passes river/lake.



Long Shot subject running into another hiker



Quick pan to bird in tree



What is the future of oregon if...
Fade out

Possible Locations + Guide Characters

Ideally our subject/character would be a woman who is charismatic and knowledgeable about Oregon's Wild spaces.

Characteristics | adventurous, expressive, laid back

Location #1



Tillamook

This location provides logging roads and streams

Location #2



Molalla

Geological formations make a great interview backdrop

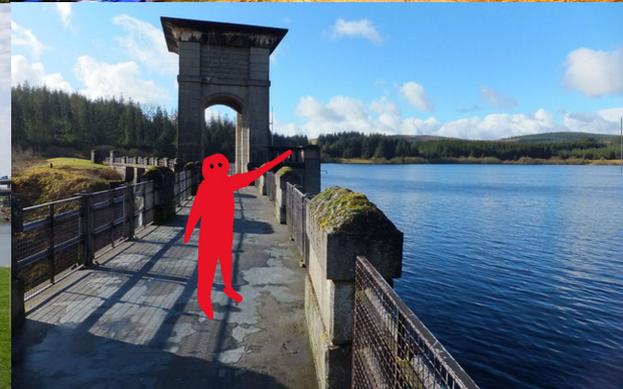
Location #3



Bull Run Watershed

Very important natural resources that resonates with Oregonians.

Other Possible Locations



Thank you.

Any Questions?



OREGON WILD