



Made to Adventure

EX FFICIO®

2013 PHOTOGRAPHY GUIDE

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EXOFFICIO BRAND OVERVIEW:

“MADE TO ADVENTURE”

We want to enhance the adventurer’s travel experience. Our products are deliberately designed with one goal in mind: comfortable performance. Whether someone is trekking in Bolivia or fishing the Florida Keys, our gear has the features and functionality to support the activity, and get the traveler to their destination and back. We want the user to be completely immersed in their activity, not distracted or weighed down by their apparel and gear. The products become a part of the activity, seamlessly supporting and making it possible. The durability, comfort, and protection our garments provide are the result of fabric choice and smart design.



SHOOTING CONCEPTS

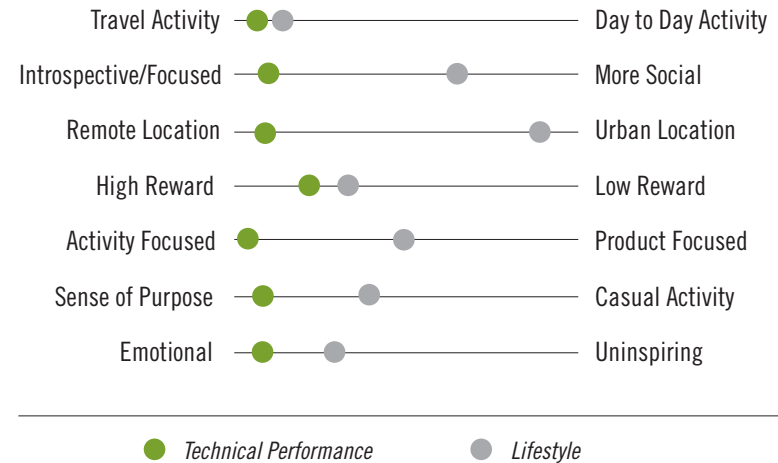
HIGH LEVEL PHOTOGRAPHY

We want photographs to show the breadth of adventure travel, which must typically include two of the following aspects: interaction with nature, cultural interaction, and physical activity. There are many different use modes that can be considered 'adventure travel', from fishing to overlanding to zip lining. The key is to convey both the adventure and the travel aspects. Exotic details, unusual environments, signs in foreign languages all provide a sense of place. Activities that are fun, challenging, sometimes risky and have a high reward value convey adventurous spirit.

Photos should be emotional in that they seem to be a moment in a story that makes the viewer want to know more about that person, that place. Images should capture the vibrant newness of being in an exciting place, the rush of travel. Focus is on the subject, partly to highlight the product, but mainly to emphasize the activity. The activity is hero, and the product supports it. Authenticity is key. Staged looking photos are obvious and unusable. People should appear somewhat introspective, and be completely immersed in their activity, whether it's paddle boarding or journaling after a day of travel.

If applicable, consider the benefit provided by the garment and plan the setting accordingly to highlight it. For example, BugsAway®, ExOfficio's insect repelling apparel, should be shown in areas that look buggy and hot, where the functionality would be the most useful. However, bugs should never be shown on/near these products, as that defeats the purpose of the benefit. Use common sense, and consider where and how an adventure traveler would realistically use each piece.

IMAGE CHARACTERISTICS:



DEMOGRAPHIC:

ExOfficio's 'demographic' is easier to define in terms of psychographics. That is, the state of mind, personality and interests of a person rather than their age and gender. We focus on adventure-minded people who want to get out and see the world. Whether they are 26 or 52, these people are driven to explore and want clothing and gear that enables them to travel light. They might join a guided safari tour or go off the beaten path by themselves, but they share a common love for discovery. They want to take one bag that carries everything they need.

We want to capture the diversity of people who love to travel. A range of age groups, activities, settings, and single and group shots are needed to display the range and versatility of our customer base.



EXAMPLES:



SHOOTING CONCEPTS

SUPPORTING ENVIRONMENTAL / CULTURAL PHOTOGRAPHY

We also need images of locations where adventure travel activities, both physical and cultural, take place. They are used for backgrounds, mood setters etc. These images should focus on the environment in a broad scale. They should be inspiring, and make the viewer want to travel there.

Cultural imagery, such as a village scene or portraiture, should be particularly intriguing or emotionally captivating. They should have a documentary feel, a la National Geographic, and portray those travel shots we all wish we could take. These images capture the reason we travel in the first place.



SHOOTING CONCEPTS

SUPPORTING PRODUCT LIFESTYLE PHOTOGRAPHY

Macro and lifestyle shots of product are also needed. These are preferably shot mid-activity, to show the full benefit of the feature. The focus should be on the feature itself, with enough context to understand the location or activity. For example, many of our button-down shirts have ventilation built in. A tight shot of the vents as the user casts a fishing line on a hot day would be an appropriate scenario to highlight this feature.





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