



OUT OF THE BLUE



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CONTENT

COMMS

PARTNERSHIP
/AMBASSADOR

PRODUCT

CAMPAIGNS

THE CONTENT PROBLEM

“The divers most actively focused on conservation are not producing content or even carrying a camera—they’re out working to make a difference. It’s difficult to find those ambassadors who can do it all—are environmentally active, have a environmental voice and can shoot the content to support it.”

OUT OF THE BLUE

OUR OPPORTUNITY

If that's case, let's gather a team to be their storytellers.

OUT OF THE BLUE MAJOR CONTENT RELEASES

EACH SERIES RELEASE WILL FEATURE:



DESTINATION
LOCATION



AMBASSADOR OR
ORGANIZATION



FEATURED
PRODUCTS



ENVIRONMENTAL
CAUSE

MEDIA / CONTENT TYPES:

Short-Form Video
Photo Essay
Brand Feature Article
Ambassador Interview
Environmental Article
Social Posts
Email Content
Featured products

Through strategic content planning, each release each will contain enough content to trickle out over the entire quarter. We will create a marketing / storytelling engine.

OUT OF THE BLUE CONTENT EXAMPLE



OUT OF THE BLUE TAHITI

SEASON **Early Fall**

LOCATION **Tahiti, French Polynesia**

AMBASSADOR **Conservation Scientist Caine Delacy**

PRODUCT **New! Dive Computers**

ISSUE / TOPIC



Join Conservation Scientist Caine Delacy as we travel to Tahiti to see the King of the Deep up close—the whales of Tahiti and what's Caine is doing to help prevent illegal poaching.

OUT OF THE BLUE CONTENT EXAMPLE



SEASON **Summer**

LOCATION **Cocos Island, Costa Rica**

AMBASSADOR **Andy & Emily Casagrande**

PRODUCT **Everflex Dive Wear**

ISSUE / TOPIC



Join Shark Week's Andy and Emily Casagrande as they track and document the migratory routes of some of world's most magnificent shark populations.

SEASONAL CONTENT / EXAMPLE

SAGE FLY FISHING

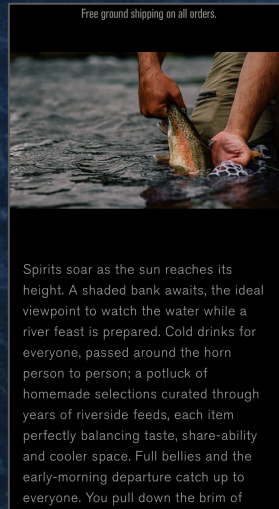
Sage began its episodic *Seasons Campaign* over 4 years ago and is still running strong. 2-4 times per year, they release a rich landing page that blends video, photography, a feature article and a product collection perfectly suited to the season and the hatch. It's a large body of work that once live on their site, becomes their repository for social, email, product promotion and more.



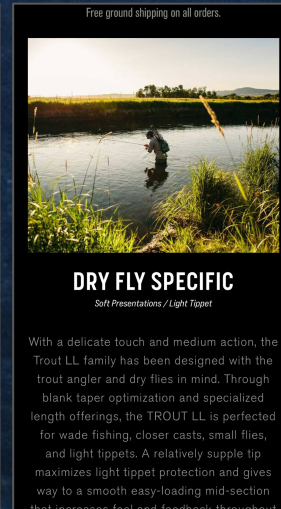
Homepage



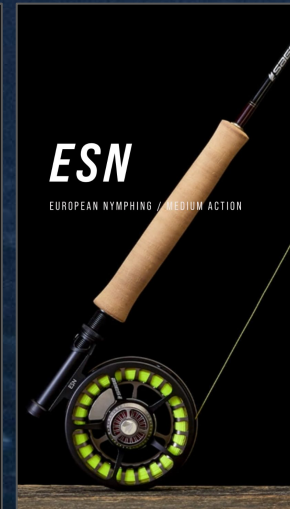
Season



Article



Technique



Product

SEASONAL CONTENT / EXAMPLE

SAGE FLY FISHING



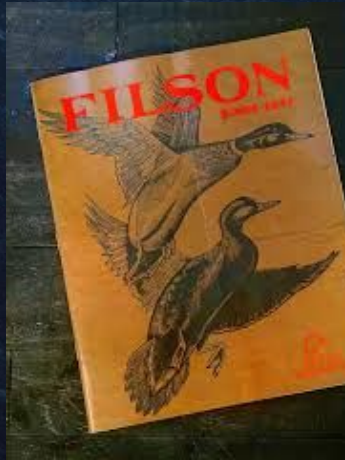
“Everyone is in love with what we’re doing with these. 10 out of 10’s across the board!”

- Sage Marketing Team

PARTNER CONTENT / EXAMPLE

FILSON

Filson's seasonal catalogs prominently feature organizations or industries which they promote and admire. The depth at which the theme goes is a model approach: photos from the field, an article about a smok jumping instructor, clothing photographed on fire fighters themselves. The more the stories integrate, the more purposeful the overarching message becomes.



DUCKS UNLIMITED



USFS SMOKEJUMPERS

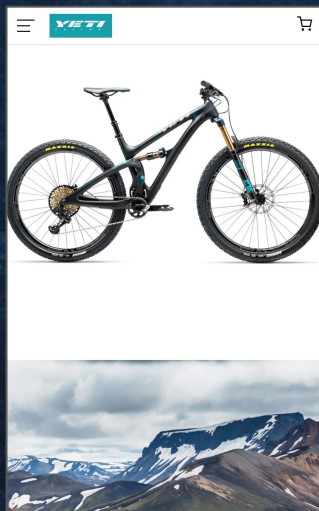
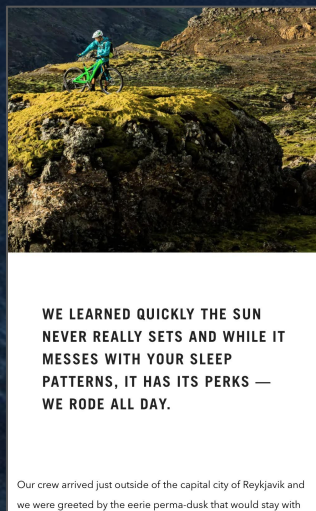


DIVER'S INSTITUTE OF TECHNOLOGY

DESTINATION CONTENT / EXAMPLE

YETI BIKES / PROVEN HERE

On a similar episodic cadence (3-4x year), Yeti bikes masterfully blends mountain bike action, landscapes, video, photography and storytelling into a destination focused feature. Each ends with a product highlight and the individual assets are promoted over the course of the season.



OUT OF THE BLUE CONTENT GEOGRAPHY

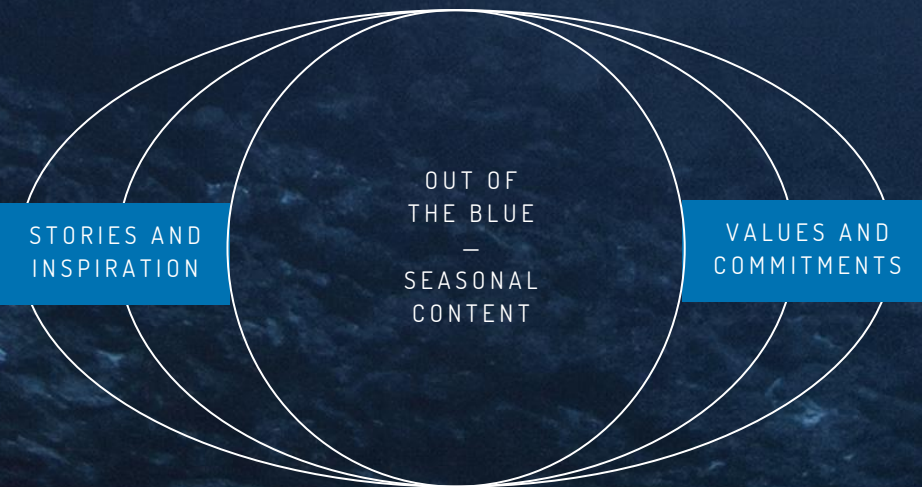
AMBASSADORS /
PARTNERSHIPS

STORIES AND
INSPIRATION

OUT OF
THE BLUE
—
SEASONAL
CONTENT

VALUES AND
COMMITMENTS

PRODUCT
TRANSPARENCY



LANDING PAGE EXAMPLE

