



Creator BTS Brief

Brand Marketing



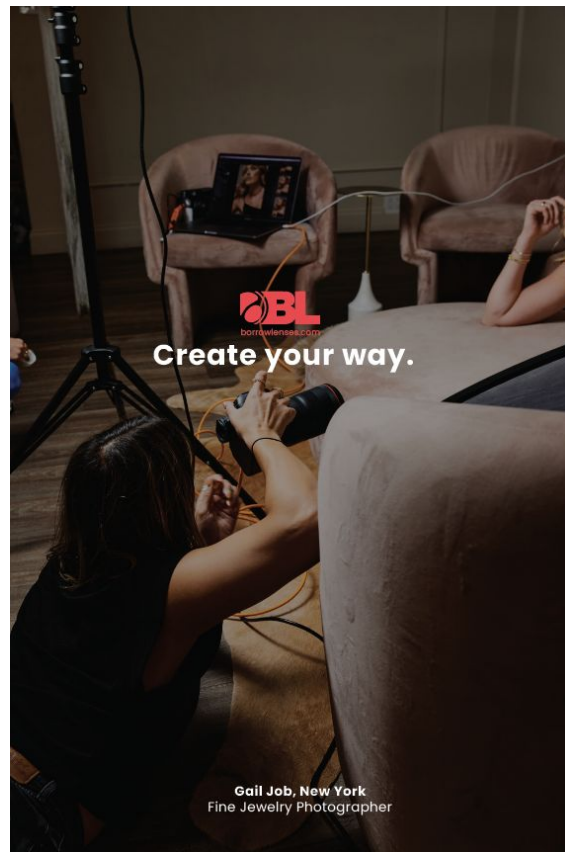
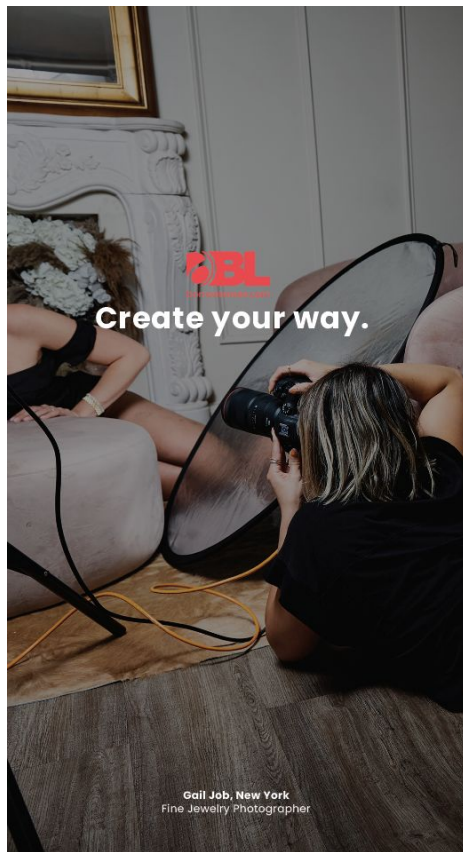
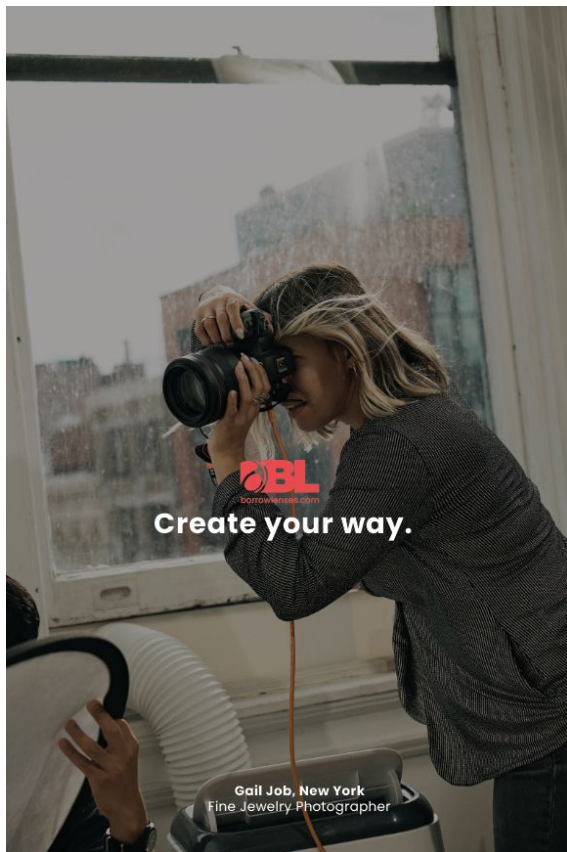
Create your way.

Gail Job, New York
Fine Jewelry Photographer



Create your way.

1. Take the reins. Blaze your own trail. Create your own path forward.
2. Choose your own adventure. Choose from a wide selection of gear to create the way YOU want.



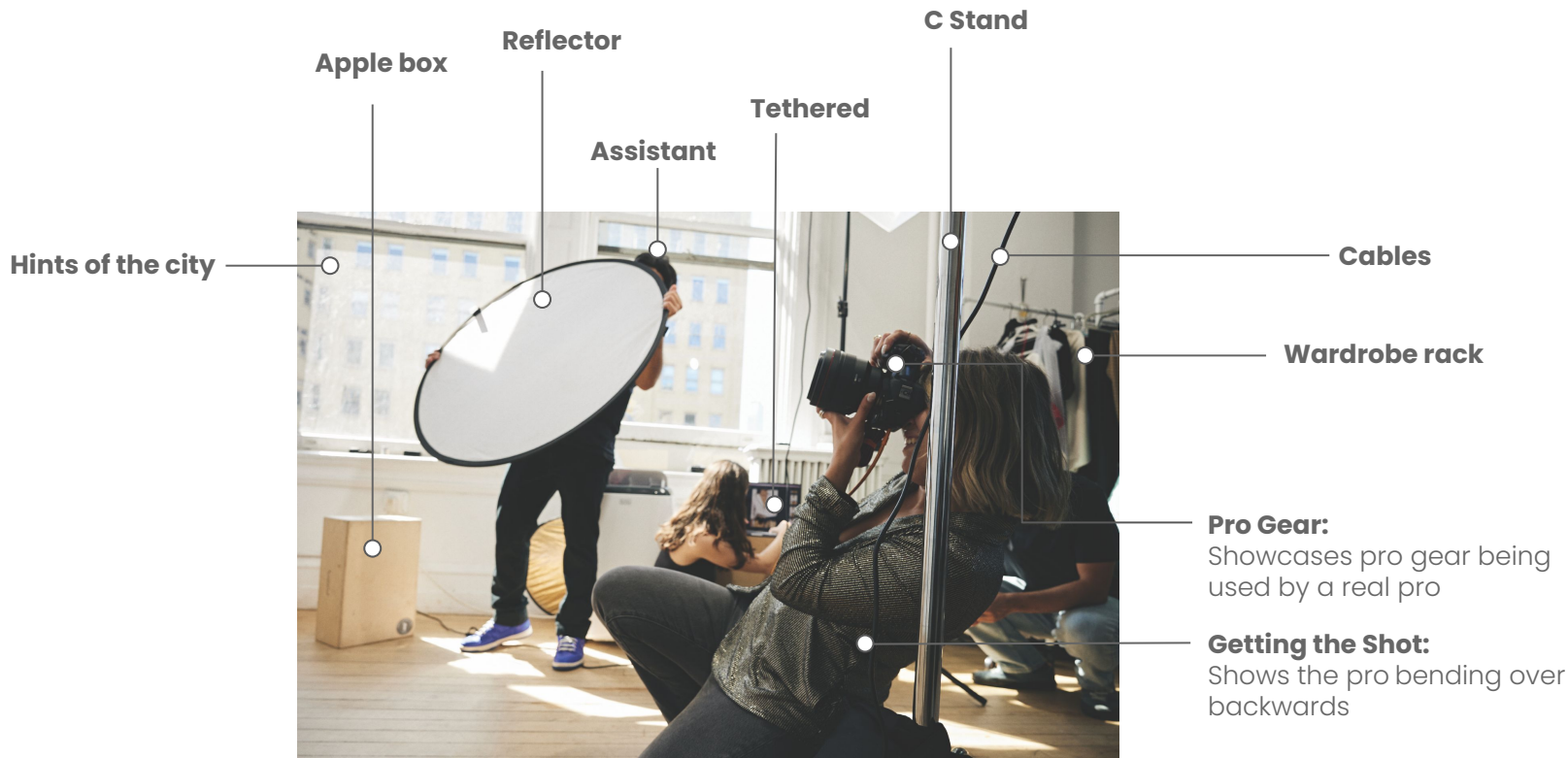
Objective

Present BL as an **authentic brand** for creators
by showcasing **real pros** on **real sets** using **pro gear**.

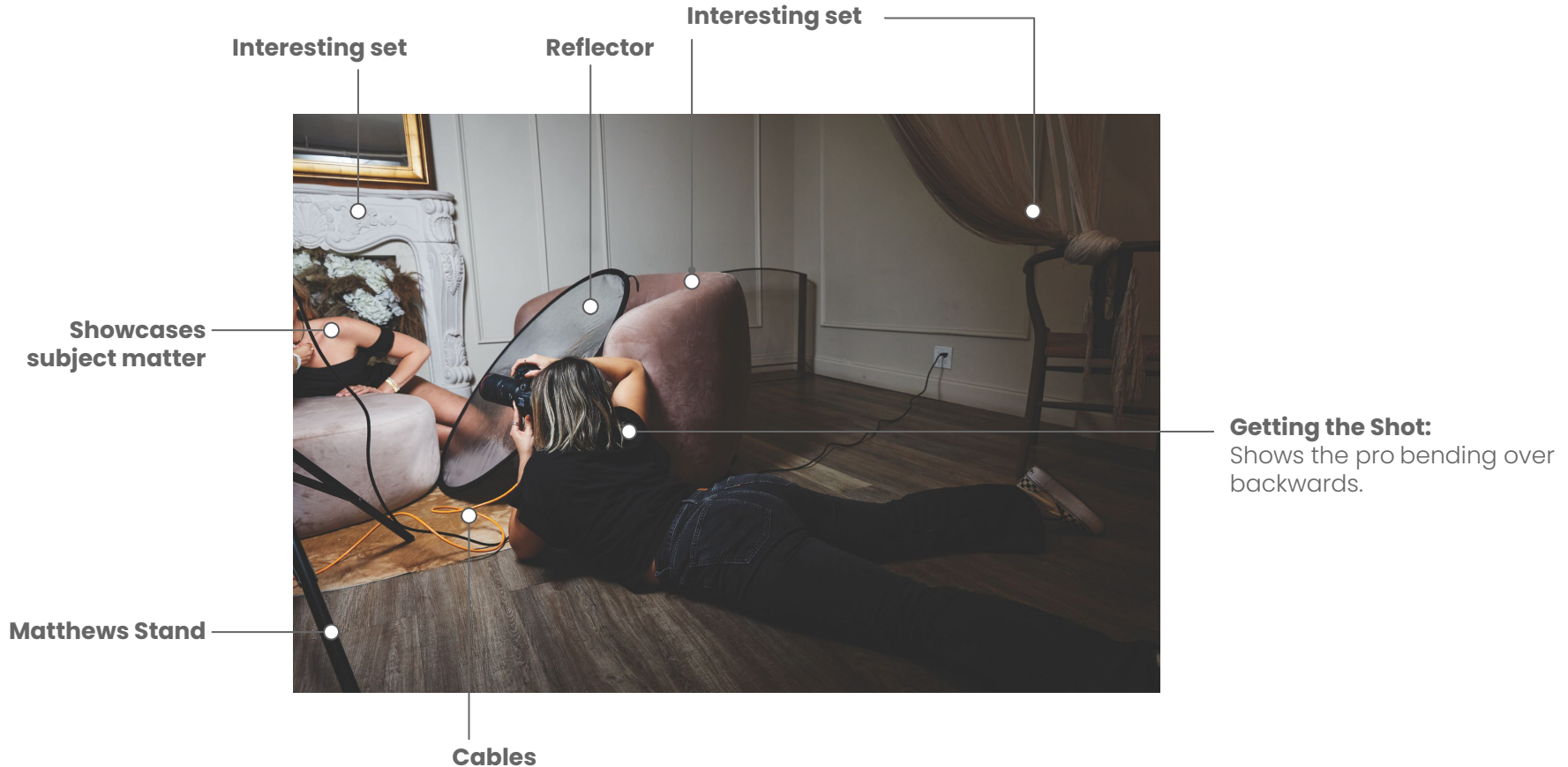
Target Audience



Points of Authenticity



Points of Authenticity



Guidelines

Professionals using gear on an authentic, real set (content we can use to speak to and attract real professionals)

Showcasing how YOU are using gear on set on a real shoot (authenticity) and also showing the entire shoot experience from setting up, to directing models, etc.

Getting The Shot: If there are moments where you need to bend over backward to get a shot, we'd love those!

Try to steer clear of showing faces for likeness so we won't have to deal with model usage unless, of course, you are okay with us using the assets.

Having both vertical and horizontal aspect ratios would be great but if I were to prioritize, I'd choose Vertical (9:16 preferably)

Thank you.

For questions, please contact:

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