

04.08.19

TravelNevada Production

Marketing Committee Meeting



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Concept Review



Print Mockup



Talent shown in concept boards are intended to portray the attitude and energy of the campaign. Final talent will represent a diversity of age and ethnicities.

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TV Spot

“Wildest, Weirdest West”

This direction takes on both the look and the tone of the print concept. It would feature a sparse voiceover from an omnipotent narrator that serves as the “conscience” of Nevada and captures the rebellious attitude of the headlines.

VO: **No shoulds.**

No musts.

No can’ts.

And definitely ...

No won’ts.

This is the wildest, weirdest west.

The ultimate judgement-free zone.

Where the open roads all lead to freedom.

So put spurs to your soul and surge
 into our wider spaces.

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Production Partners



Rob Adamo

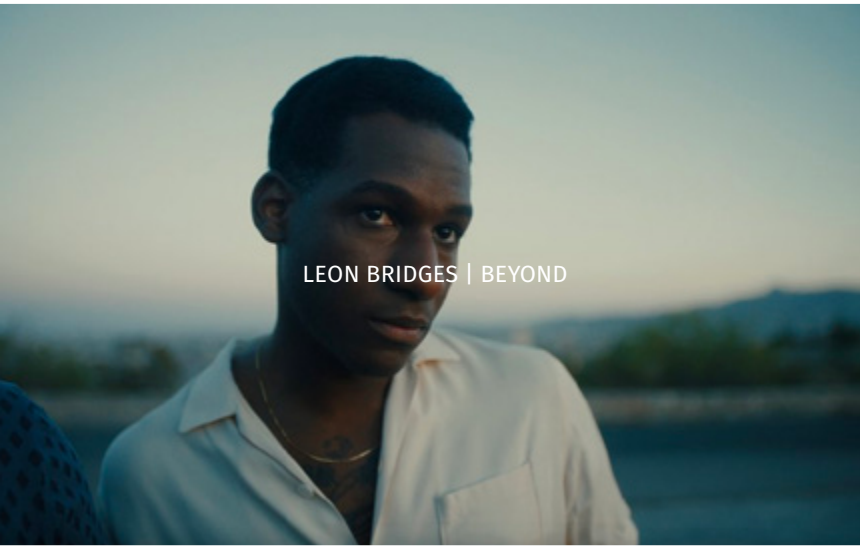
He’s got the outdoorsy charm of a Daniel Boone, the rock-n-roll attitude of a Vince Neil, and the creative precision of a Richard Avedon.

ROB’S STYLE IS CRAFTSMAN CHIC, IT’S DOWN-HOME SOPHISTI-CATION, IT’S HIGH END GRIT. HE’S JUST AS COMFORTABLE REMODELING HIS LOG CABIN STUDIO AS HE IS SHOOTING AN EDITORIAL LAYOUT FOR A FASHION MAGAZINE.

No matter what project he’s working on, Rob approaches everything with authenticity. No egos, no diva moments, nothing but hard work and a passion for capturing those magic images that happen when you’re completely invested in the assignment. Rob has operated that way, making it easy for clients and having fun at it for the last 15 years as a professional photographer, and more recently as a director. He’s shot for national brands anywhere from Bose to Harley Davidson. He has helped deliver award-winning campaigns for top advertising agencies, has created cutting edge editorial for numerous magazines such as Time, The Atlantic and BHG. And his clients always come back for more. Partly because he’s so dependable, partly because he “gets it” without a lot of direction. But mostly because of his hair. It’s really unbelievable and you’ve got to see it for yourself.

PABST BLUE RIBBON | WINSTON | MICHELIN | BOSE | BLUE CROSS BLUE SHIELD | HARLEY DAVIDSON | VELVEETA | TIME | JAGUAR
UNIVERSITY OF PHOENIX | BBDO | CRISPIN PORTER BUGUSKY | CHAMPION | PROGRESSIVE INSURANCE | PENGUIN PUBLISHING
VISIT ST. PETERSBURG-CLEARWATER | NEW JERSEY TOURISM | DISCOVER CARD | KRAFTMAID KITCHENS | VSA | ZUBROWKA VODKA | HOOD MILK
FIRST WATCH | AM. DIABETES ASSOC. | FARM BUREAU INSURANCE | BOSTON CHILDRENS HOSPITAL | LANCASTER COUNTY TOURISM | HANES
LEHIGH VALLEY HEALTH NETWORK | RIVER CITY CASINO | ROAD AND TRACK | CFO | NEW YORK TIMES | THE ATLANTIC | DICE





LEON BRIDGES | BEYOND



JAMESON | LOVE THY BAR



KINGS OF LEON | WALLS



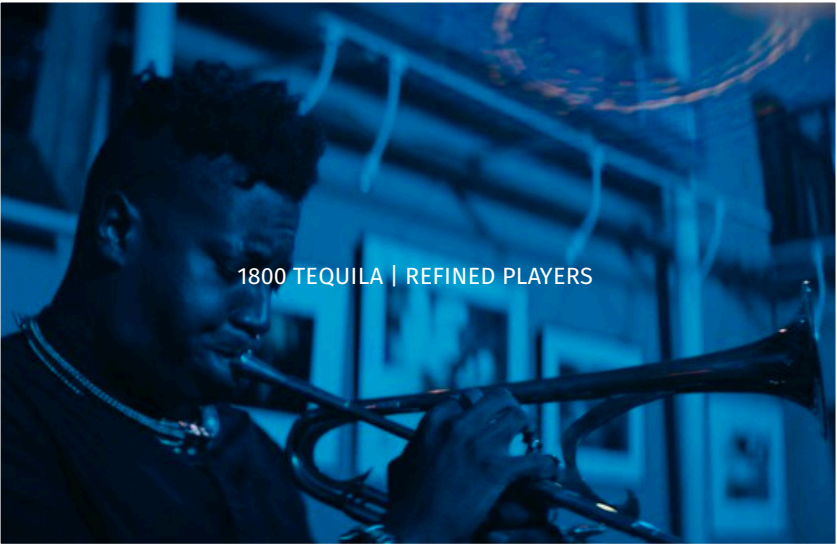
BOSE | A NIGHT IN THE LIFE



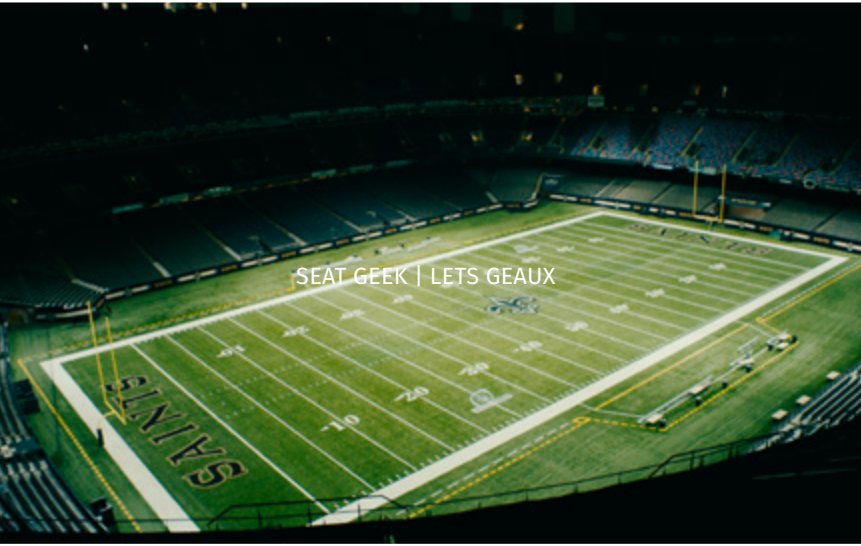
LEXUS + VALLEY OF THE BOOM



ERIC CHURCH | DESPERATE MAN



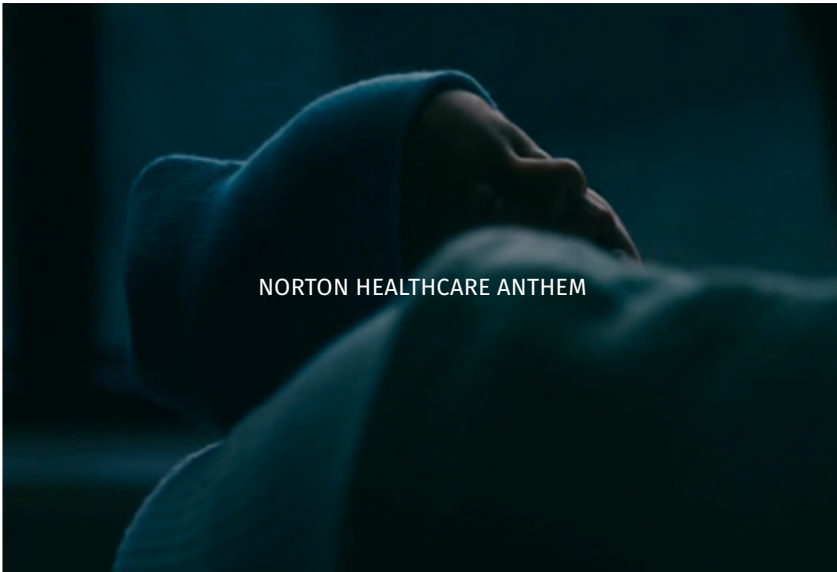
1800 TEQUILA | REFINED PLAYERS



SEAT GEEK | LETS GEAUX



MOUNTAIN DEW | TENNESSEE ORIGINALS



NORTON HEALTHCARE ANTHEM



TRACTOR SUPPLY CO | FOR LIFE OUT HERE



STILL THE KING (SEASON 2)



Treatment Highlights

I WANT THIS CAMPAIGN TO FEEL LIKE AN EFFORTLESS ADVENTURE AT EVERY TURN

I've already hit this assignment head on. My enthusiasm got the best of me and I decided to drive from a shoot in Santa Barbara to Vegas and re-orient myself with the roads and where things are. I dug in for two days and took this detour road trip to Vegas to shoot some original images, and see what, and who I might find in a couple short days. It was a blast and I really want to continue this search first hand once the job is awarded. Scouts are great to get the ball rolling but they don't see things the way a director does. As you can see I am very hands on, and want my hands in the things that matter, to push things to the fullest potential.

I HAVE ALWAYS BEEN A HUGE FAN OF NEVADA AND HAVE TRAVERSED A LOT OF IT OVER THE YEARS. BUT THIS PROJECT ACTUALLY PUTS ME IN THE PLACES I WANT TO GO TO, ENCOMPASSES MY PERSONAL AESTHETICS AND HOW I WOULD APPROACH A SHOOT IF I WERE TO DO A SELF PROMOTION PIECE.

The next important ingredient here will be getting the most interesting, real people talent. I have already started making contact with some people I know out there.

We'll find honest moments of people going about their epic explorations, showing what a blast it is to be free and uninhibited. I want us to have fun, just like we are trying to capture on screen. Let's find ways of capturing this that feels immersive.

I like to think we make it look easy, but it takes a tremendous amount of preparation and attention to detail to create authentic moments. We'll choose a location, set up a natural activity for the talent to perform, and give them the liberty to create moments. The task here is to wrap scenes around actions that resonate with our audience's life. It has to feel real, or it will feel unauthentic, and that is the kiss of death for this campaign. It has to feel contagious, and that only works when the audience feels and envies what they see playing out on screen.

**THIS WILL FEEL YOUNG AND FRESH, NO
MATTER THE AGE OF THE TALENT. WE'RE
GOING TO DIVE INTO THE STORIES THAT
WE CREATE JUST AS IF WE ARE ON THE
ADVENTURE WITH THEM.**



THE LOOK I'M AFTER SPECIFICALLY HAS BEEN DESCRIBED AS 'POLISHED NATURALISM,' AS WE ARE PAINTING WITH LIGHT. IT WORKS BY CATCHING CINEMATIC AND OBSERVED MOMENTS TO CREATE MODERN STORYTELLING, MAKING EVERYDAY LOCATIONS LOOK MORE POETIC THROUGH NATURAL LIGHT.

I would like this campaign to feel as real and as natural as possible. At the same time, I want to create a filmic landscape for Nevada that is visually engaging and captures the timeless magic and emotion of the talent's adventure in a cinematic, but modern way.

In almost every situation we can have the camera off the sticks and in the hands of the DP. The shots will be a mixture of static and movement shots. I'll also throw in some slo-mo moments to break it up. The result is a loose yet unobtrusive, observed quality that will serve to really cement the fact that these really are spontaneous moments. We're not looking at over art directed stuff but more cinéma vérité; real moments of spontaneous fun that occur between friends and loved ones.



Locations



Day 1

Black Canyon

Activities

1. Exploring Caves
via SUP + Kayaks
2. Swimming + Cliff Jumping

Talent

Active Friends Group

- 3-4 Male/Female mix
- Roughly 35 years old

Approach

Mixture of wide environmental shots to show the epic landscape and tighter detail shots that pull the viewer into the story.



Locations



Day 2

Mt. Charleston

Activities

**Dependent on talent skill level,
current weather/lanscape conditions

- 1. Mountain Biking
or Off-Roading
- 2. Horseback Riding

Talent

Older Couple

- Early 50's
- Athletic
- Free-Spirited
- Adventurous

Approach

Mixture of wide environmental shots
to show the epic landscape and tighter
detail shots that pull the viewer into
the story.



Locations



Day 3

Road Trip

Activities

1. Driving the open roads
2. Goofing around and simply enjoying the journey
3. Taking in an epic view

Talent

Active Friends Group

- 3-4 male/female mix
- Roughly 35 years old

Approach

Mixture of wide environmental shots to show the epic landscapes and more discrete moments that portray authenticity, such as shots from inside the vehicle.



Locations



Day 4

Cathedral Gorge

Activities

1. **Hiking + Exploring Caves and Vistas**
2. **Camping/Stargazing**

Talent

Family of 4

- **Adults: Late 30s/Early 40s**
- **Kids: Ages 8-12**

Consider a more modern “nontraditional” family... Different races, same sex couple, etc.

Approach

Mixture of wide environmental shots to show the epic landscape and tighter detail shots that pull the viewer into the story.



Locations
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Day 5

Las Vegas

Activities

1. **Before/After a night out**
 - Getting ready in hotel room
 - Crashing the hotel pool
2. **Exploring Neon Museum + Fremont Street**

Talent

Young Outgoing Friends

- Group of 4-5
- Mid-Twenties
- Mix of genders/ethnicities

Approach

Old Vegas will be the backdrop for a story of a young energetic group of friends “doing Vegas” their own way. The majority of our outdoor shoot will take place at night to capitalize on the city’s unique lighting, signage and cultural buzz.



Locations