



Karen Schraeder
content brief

The background image shows the interior of a tent. On the right, a person is wearing a bright yellow puffy jacket and dark pants, sitting on a sleeping bag. The tent's interior is made of light-colored fabric, and the entrance is visible on the left, showing a glimpse of the outside world. A semi-transparent teal rectangle is overlaid in the center, containing the title and list.

goals

- tell the story of a normal person out doing amazing things for their community
- capture lifestyle content of products in use for;
 - ads, b-roll, product videos
- film educational video on car camping basics

The background of the slide is a photograph taken from inside a tent. The tent's interior is made of a light-colored, possibly white or light blue, fabric. A person wearing a bright yellow puffy jacket is visible on the right side of the frame, sitting or lying down. The tent's structure, including poles and seams, is visible. The lighting is warm, suggesting it might be late afternoon or early morning. A semi-transparent teal rectangle is overlaid in the center of the image, containing the text.

take aways

- positive story highlighting diversity and inclusion as well as creating a better future for our outdoor spaces
- extra video content of car camping and a relatable story
- brand identity supporting content

about Karen



Karen is an elementary school PE teacher at a title one school in Denver, CO. She leads a program that takes kids to local trails and teaches them how to prepare for the hike as well as how to treat the areas with respect.

Karen has traveled all around the world and even ran the Grand Canyon. With 3.5k followers she's a micro-influencer and has an ambassador relationship with Salomon.

Car camping is her go to when not on the trail, making the fillmatic the perfect product for her.

- teacher
- adventurer
- values inclusion and diversity in outdoor space
- travels as a single woman
- Leave No Trace advocate



featured products

- 2020 core camp items
 - fillmatic
 - house parties
 - monarch
- accessories
 - lighting
 - kitchen
 - personal care

content deliverables

- long form film 7-10 minutes
- two 1-2 minute tip/learn something videos
- 300-500 word blog post
- product b-roll
- hype and release emails
- Instagram teasers
- 200+ lifestyle photos

content deliverables

- **content idea**
 - **with more deliverables on the list for this episode, the plan is to release content over the span of a couple weeks and drive consumers to our website.**

2021 JULY

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
			social infographic pushing to new blog post	1	2	3
4	5	6	7	8	9	10
11	12	13 Teaser posts	14 full film release	15	16	17
18	19	20	21	22	23	24
25	26	27	28 social post pushing to 2 minute "how to" video	29	30	31

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internal attendees



Piper
Producer



Tony G.
Producer