

2019 MEDIA KIT



CREATIVE SERVICES



Include, but are not limited to:

1. Content Creation

- Lifestyle Photography
- Product Photography
- Videography + Creative Direction
- Blog Copywriting

2. Marketing

- Instagram Takeovers
- Instagram Stories + Posts
- Instagram Management

A high-angle, top-down photograph of four people jumping into a pool of water from a rocky cliff. The people are in various stages of descent, with their limbs outstretched. The water is a deep teal color, and the surrounding cliffs are rugged and grey. The overall mood is adventurous and energetic.

CONTENT CREATION

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PHOTOGRAPHY

Telling adventurous stories
of your brand experience,

- Adventure Lifestyle
- Commercial / branding
- Product / styled
studio photography
- Action sports
- Fashion.

Rates begin @ \$500.

Prices vary based on # of
photos and scope of project.

A photograph of a man in mid-air, diving head-first into a calm lake. He is wearing patterned swim trunks. In the background, two kayakers are visible on the water, and a forested shoreline is in the distance. The image is partially covered by a dark teal overlay on the right side.

VIDEOGRAPHY

Cinematography by Connor Tieulie.
Creative direction + production
by Halle.

Connor + Halle create short
action and adventure films for
brands, Media agencies, and
athletes. Videos focus on
inspiring visual storytelling with a
purpose.

Videos range from short clips to
short films. Projects may focus on
simple storytelling through visual
imagery or include a narrative.

Rates vary significantly
based on scope of project.



COPYWRITING

Blog posts range anywhere from 500-2500 words, Blog tells the story of an adventure experience (i.e. "Cliff Diving in California"), detailing lessons learned, little moments along the way, and how your product(s) naturally integrated into the experience. Blogs can also be focused on tips for specific types of adventures (i.e. "Things to Know Before Your 1st Backpacking Trip"). Blogs may also be specific to brand lifestyle (i.e. "Kinin in Vietnam: Eastern Healing in the Modern Age").

Option to also include set of relevant photos with or without product.

Copywriting may be done on a one-off trial, or on a monthly retainer basis.

Rates begin @ \$300 and vary based on scope of project.



INSTAGRAM MARKETING



IG TAKEOVER

A 24 hour Instagram takeover to your account documenting 6-10 pages of an adventure involving your product. Stories are carefully styled by Halle, and may include behind the scenes of the adventure, polls / interactive posts, moments from the day, and how your product naturally integrated into the experience.

Rates begin @ \$150 / day.



IG POSTS

Engaging posts + stories to Halle's account. Any Instagram post will do more than just tag and show off a brand. Instagram posts are carefully crafted with authentic storytelling of why and how I naturally integrate your brand into my experiences.

Rates begin @

\$150 / post.

\$200 / Post + Stories



INSTAGRAM MANAGEMENT

With a background in social media marketing, I enjoy customizing content creation and creative direction for brands that want grow their presence and voice on Instagram. Instagram management is customized to fit your current marketing needs, and can allow you to focus on the other important parts of your business, while still building an engaging presence on your platform.

We will begin with a discussion of brand voice and image, and stay in communication with one another as I build a customized content creation + posting plan to grow your instagram and connect with your customers and fans.

Rates begin @ \$1000 / month.

Prices vary significantly based on scope of relationship, Instagram management packages available upon request.

BRAND RELATIONSHIPS



TOYOTA

SAWYER 
WE KEEP YOU OUTDOORS



pure coconut water



koia



everyone
for everyone
and every body



KININ

wellness pods

NITE) IZE



ember

EARTH PASTE[®]
AMAZINGLY NATURAL TOOTHPASTE



Redmond
LIVE YOUR JOURNEY[™]

DENON

MABLE
● ● ● ● ●

viscata
BARCELONA

ORGANIC PROTEIN BARS
WELLA BAR

COLLABORATION OPTIONS

WHERE WE GO FROM HERE

After reviewing the above services, let me know if you have questions, or would like to see previous work for any package. After selecting which service(s) align best with your marketing direction, we'll chat ideas and ensure we're on the same page with creative direction. We can structure the collaboration to be a one-off project, or we can customize a retainer relationship to deliver consistent content on a monthly basis.

CONSULTATION

Collaboration introduction, phone call to discuss creative direction



BOOKING

Invoice + contract, details + dates finalized, product shipped



DELIVERY

Creative content delivered based on discussed direction and timeline

A photograph of a natural rock arch in a desert canyon. The arch is made of reddish-brown sandstone and is illuminated by the warm, golden light of a setting or rising sun. The sun is positioned behind the arch, creating a bright glow and a lens flare effect on the right side of the image. The canyon walls are visible on either side of the arch, and the ground in the foreground is sandy and uneven.

www.hallemadeleine.com

hello@hallemadeleine.com



@hallemadeleine