



FIVE **IN** FIVE

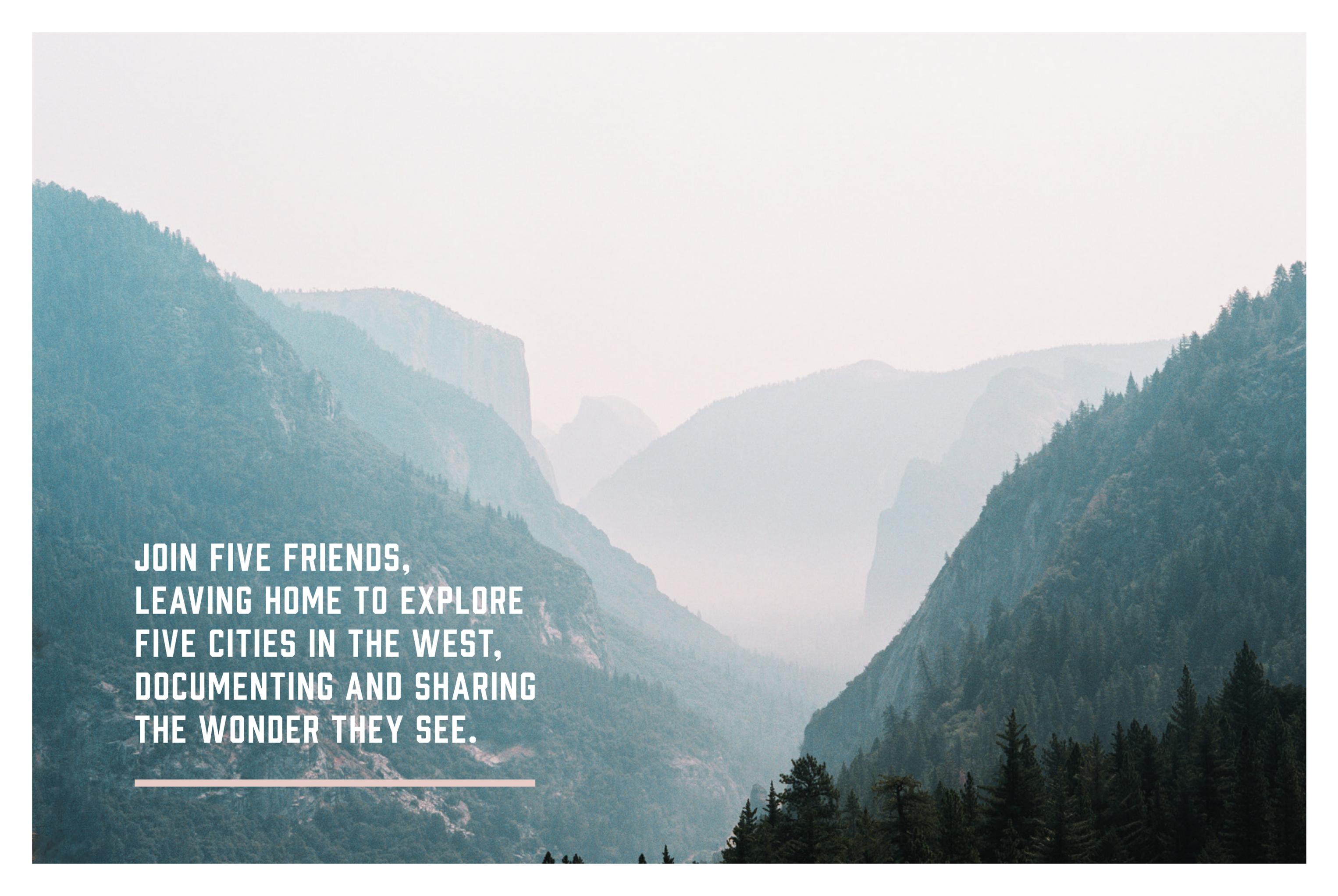
Five friends. Five cities. Infinite possibilities.

TANDM

BETTER TOGETHER - HELLO@TANDMCO.COM

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A wide-angle landscape photograph of a mountain valley. The foreground and midground are filled with dense evergreen forests covering steep slopes. In the distance, a prominent, flat-topped rock formation (resembling El Capitan) rises above the haze. The sky is a pale, overcast grey, and the overall atmosphere is misty and serene. The text is overlaid on the left side of the image.

**JOIN FIVE FRIENDS,
LEAVING HOME TO EXPLORE
FIVE CITIES IN THE WEST,
DOCUMENTING AND SHARING
THE WONDER THEY SEE.**

THE PURPOSE

Ever find yourself in a truly beautiful moment? Have you ever sensed a connection to something that went beyond a particular instant? When we experience such a bond, we sense something transcendent and desire to share it with others. There is beauty in the bonds we form, with friends, with nature, with complete strangers.

Over the course of four weeks, we will embark on a journey centered around our connections. Each of the five cities we visit, and the short stops along the way serve as the perfect backdrop to feature your brand as you help co-author the connections we make.

We invite you to join us, as we explore a narrative that actively engages your audience.





REAL INFLUENCERS

We know you get it. Now that consumers have more options than ever, their buying decisions have become increasingly more about the values conveyed by brands than the actual products or services they offer. Simply put, today's consumer behavior is based on the personal connection they have to a brand's values, ideas, and beliefs.

Enter the The "Real" Influencer. This person has the ability to connect on a more intimate level with the general public than a celebrity because Real Influencers live a desirable yet attainable life, not far removed from your target audience.

Real Influencers help to form a bond between your brand and your consumer. Given the right context, you can harness the power of real people and real stories to inspire your customers and strengthen their affinity for your brand.

That's where we come in.

WHO WE ARE

We're a group of Real Influencers, who specialize in creative marketing and media production. We believe there is endless beauty to be found in the people and places that surround us. Because of this we can't help but tell stories inspiring others to explore the world around them.

By combining compelling storytelling and best-in-class content, we will strengthen personal connections to your brand.





CATHERINE

Lifestyle blogger and avid Gilmore Girls fan, Catherine enjoys celebrating the little joys in life. She believes it's important to stretch her mind, travel far, and always have a stash of dark chocolate.

@ashortblonde - ashortblonde.com

FIVE FRIENDS

We're five friends going on an amazing trip, visiting five beautiful cities along the way.

Collectively, we've worked with some of the most innovative brands in the world including: **Airbnb, Free People, ONA, State Farm, Warby Parker, West Elm, Pink Blush, Kodak Alaris, Beautycounter, Paige Denim, Alpha, Imogene and Willie, Moment Lenses**, and many more.

We'd love to partner with you.



JENNA

Organic food aficionado and blogger, Jenna spends her days as a holistic nurse practitioner. Her knack for science and health are well-balanced by her love of telling stories, singing, and interior design.

@jenna_bernal - tandmco.com



JORDAN

A guy who loves telling stories, Jordan enjoys using design, photography, film and music to convey a unique point of view. On a chill day, you'll find him with a good book and listening to his fav records.

@jordandshort - jordanshort.com



OTIS

A true adventurer, Otis loves meeting new people, world travel, and sharing someone else's meal. This golden doodle enjoys exploring the outdoors but can just as easily be persuaded to snuggle up in bed.

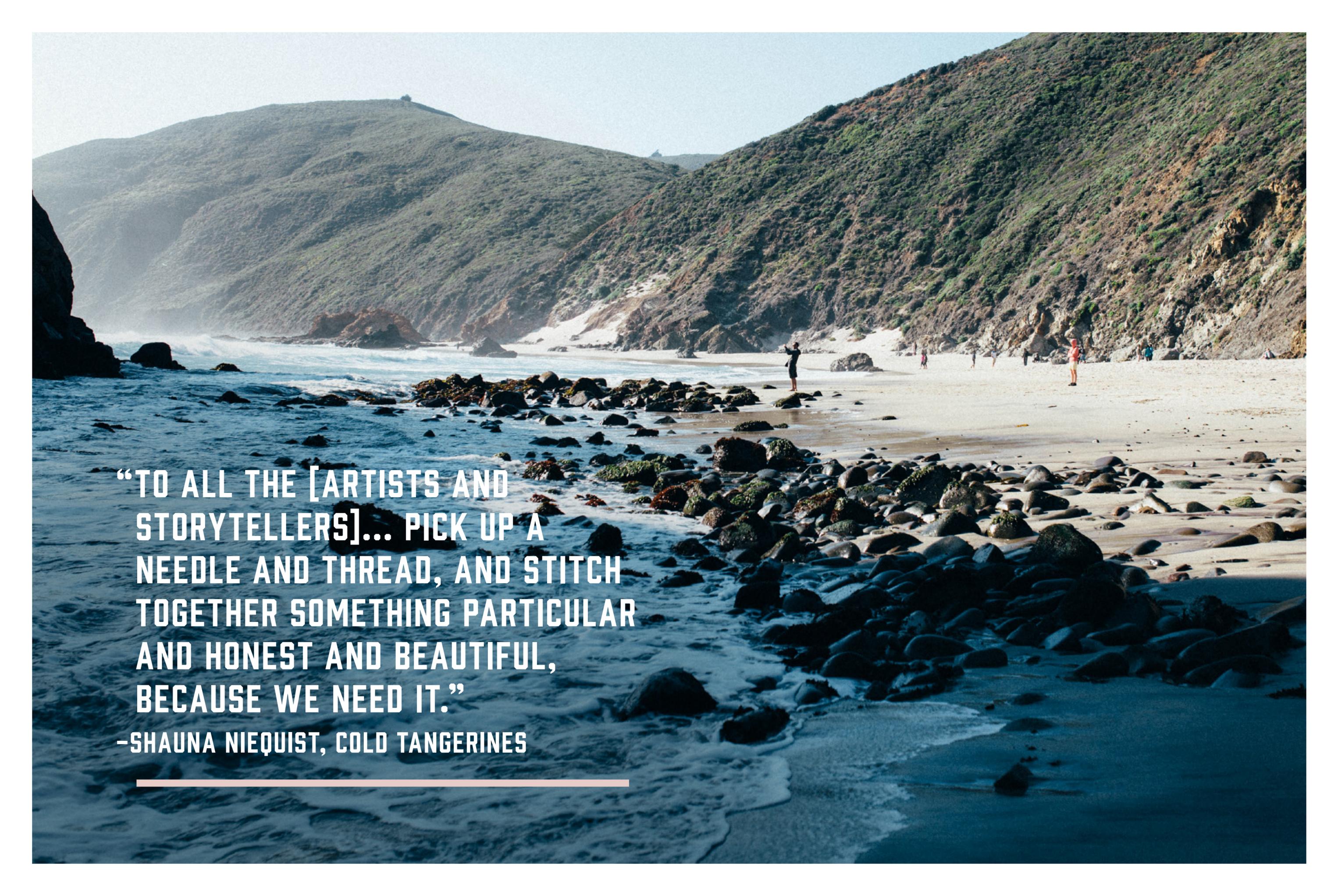
@ramblin_oats



RYAN

A new yoga addict, Ryan is a photographer and filmmaker by day, musician by night. He loves listening to Beatles' albums on vinyl, camping, and capturing everyday life with his Leica film camera.

@ryan_bernal - ryanbernalphotography.com



**“TO ALL THE [ARTISTS AND
STORYTELLERS]... PICK UP A
NEEDLE AND THREAD, AND STITCH
TOGETHER SOMETHING PARTICULAR
AND HONEST AND BEAUTIFUL,
BECAUSE WE NEED IT.”**

-SHAUNA NIEQUIST, COLD TANGERINES



THE POWER OF REAL

As brands continue to use user-generated content, it becomes even more important for brands to use high-quality, real content created by users who know how to craft a story.

Jennifer Sey (CMO) of Levi's said:

“Our fans and their stories are central to the Live In Levi's Project. Their stories are in part what led to our platform and we wanted to celebrate them by creating the Live In Levi's Project. We have highlighted their user-generated content (UGC) on the website and on our social channels around the world, so that their unique stories can be seen, heard, and celebrated.”

THE STRATEGY

Consumer engagement is complex, dynamic, and ever-changing. What may have worked a year ago, may not work now. Because of this, we constantly evaluate the usefulness of each social component and strategically utilize them to effectively connect with your audience.

Our strategy is three-fold:

1 - We will create a compelling “real” story to inspire your consumers through. As user-generated content in media continues to narrow the advertising gap between consumer and brand, people now more than ever are in search of authentic content to interact with.

2 - This trip is designed to function as the perfect backdrop for us to create professional and quality user generated content for you. We’ve specifically built margins into our itinerary so we can craft honest lifestyle content that meets your unique needs.

3 - This travel campaign will strategically cross promote five national brands and five up-and-coming brands in the adventure, fashion and lifestyle industry. Through a series of giveaways and grassroots social promotion, this campaign will gain you thousands of unique impressions.





BEAUTY IN THE JOURNEY

What makes us long to hop in our car and “hit the road”?

Over the course of this four week road trip we are setting out to explore the bonds we form with the world around us. Our ever changing surroundings and the new friends we meet along the way will season our adventures with original flavor. As we travel to five major cities across the American West and a few smaller towns in between, we will undoubtedly have great stories to share.

Will there be picturesque shots of the best America has to offer? Absolutely. Will there be stories of grand adventures? Of course.

But there will be more than that. There always is.

The new acquaintances. The unplanned antique stops. The flat tires. The inevitable inside jokes. And of course, the amazing food spot everyone should try at least once.

Those are the real things, the things that make a trip *your* trip. They are memorable times everyone can relate to.

We are excited about experiencing many of those moments on this journey, to share them with the world and to take your brand along for the ride.

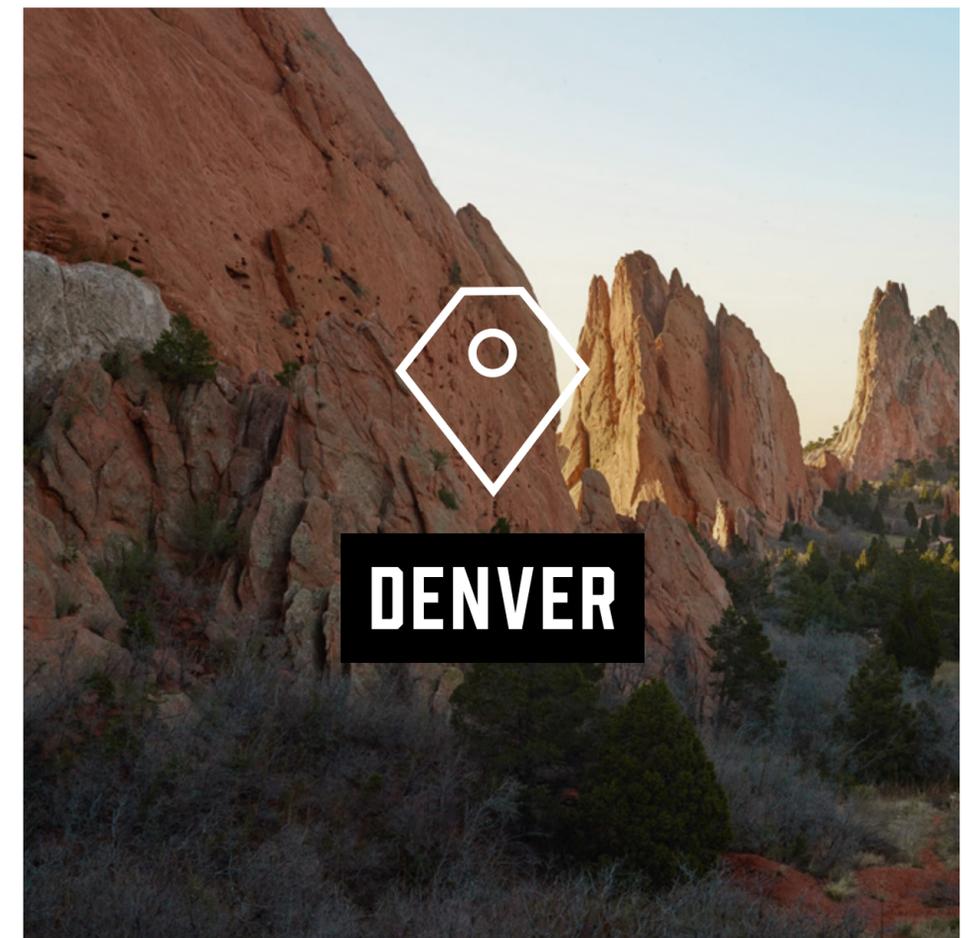
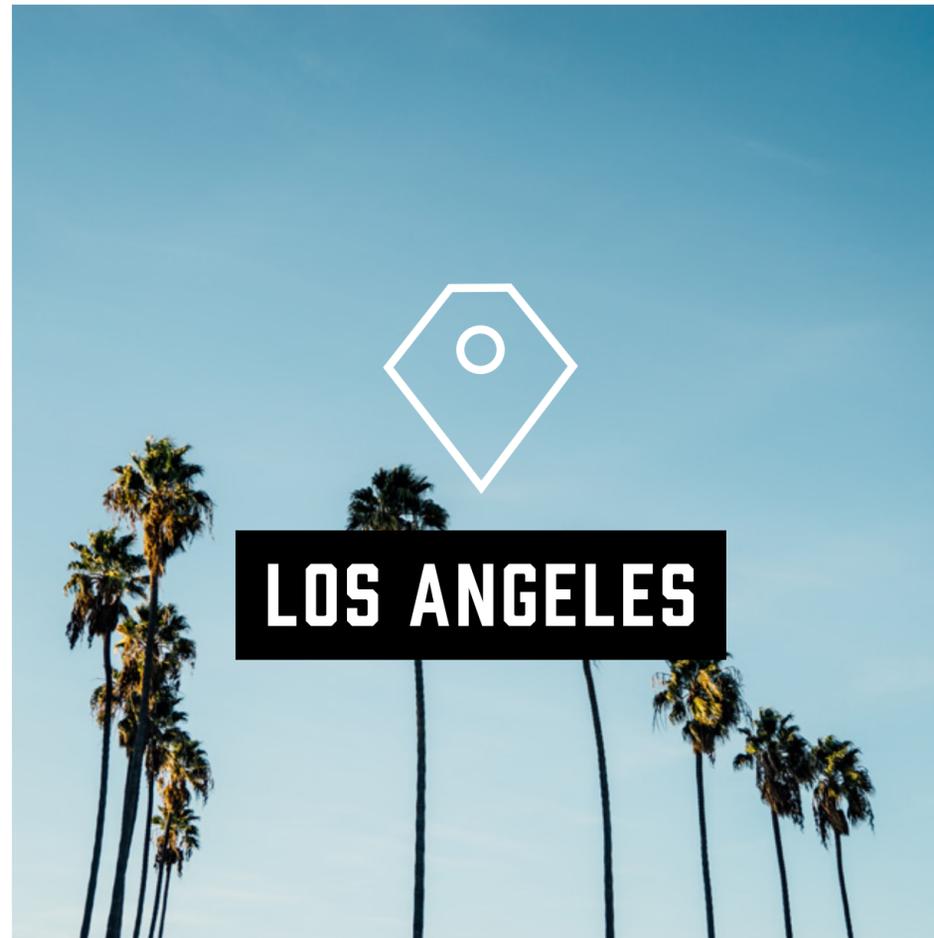
FIVE CITIES

These five cities provide unique opportunities to tell compelling stories in visually interesting ways.

While we will create content for your brand throughout the entire trip, each of these cities will be strategically used to highlight your brand.

It is the perfect combination of real people, real brands and real stories.

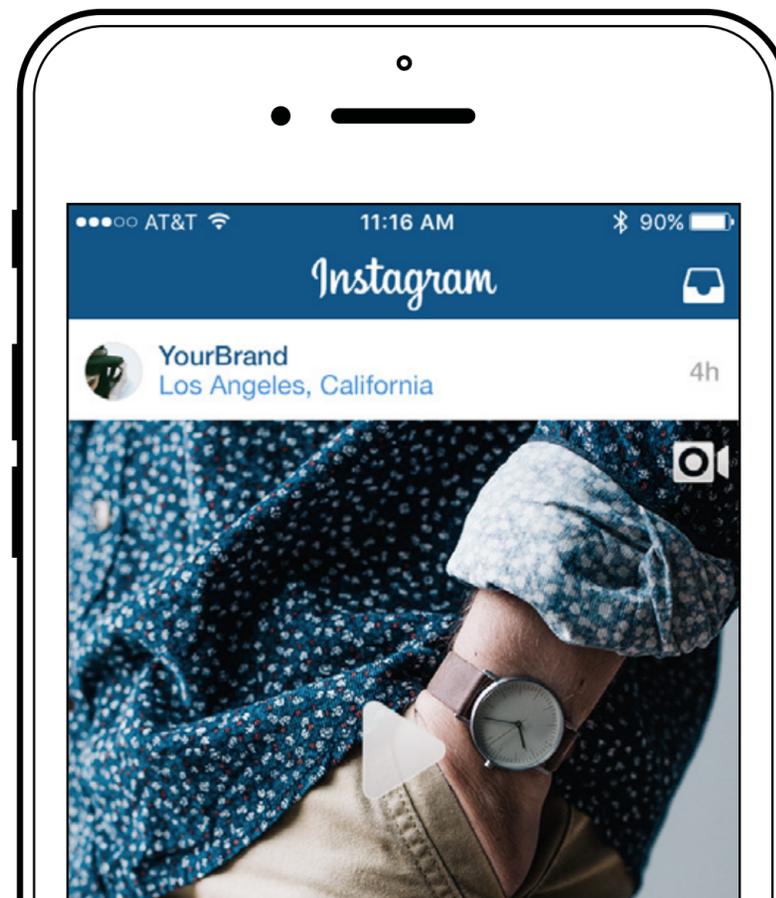
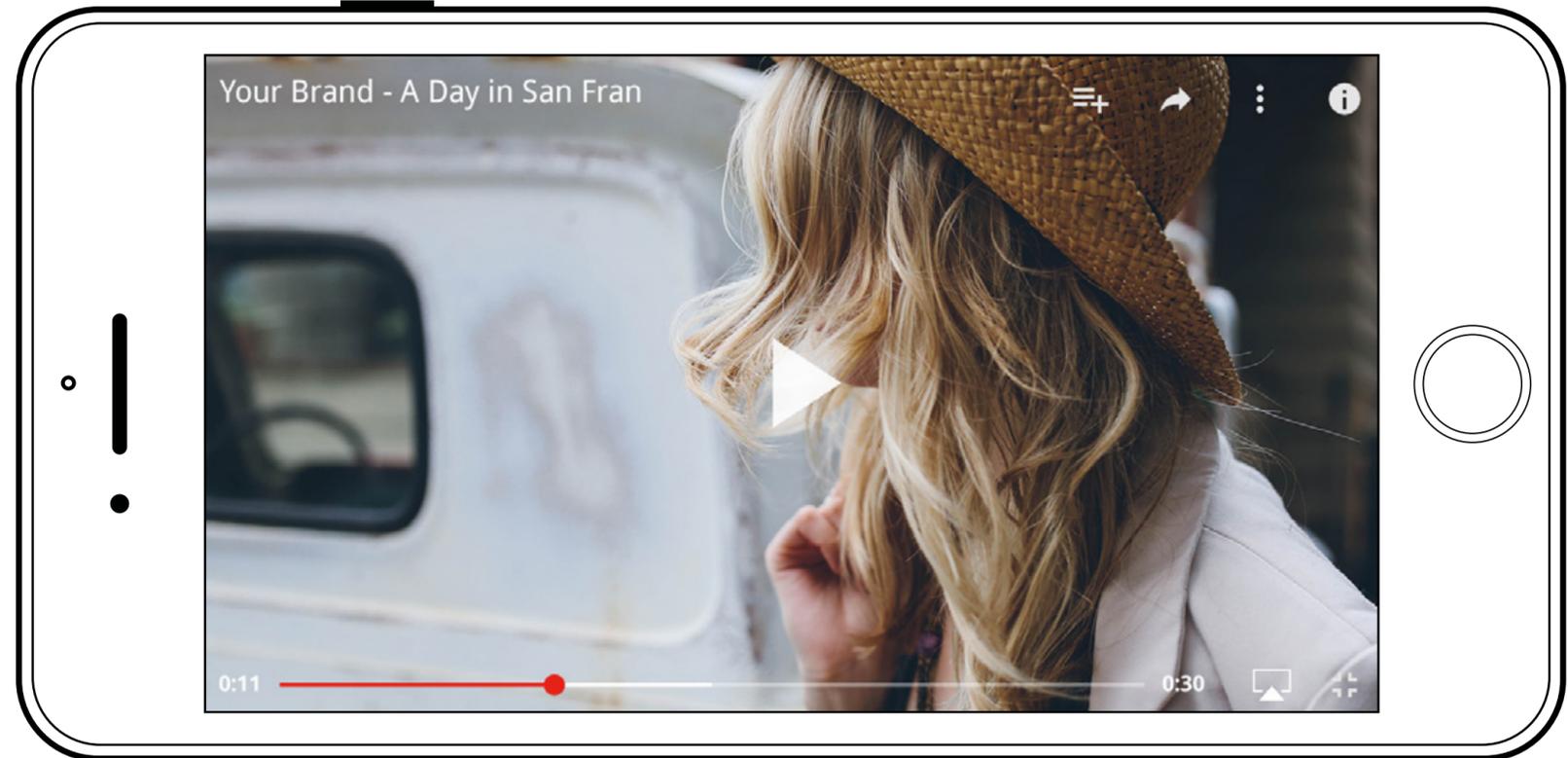
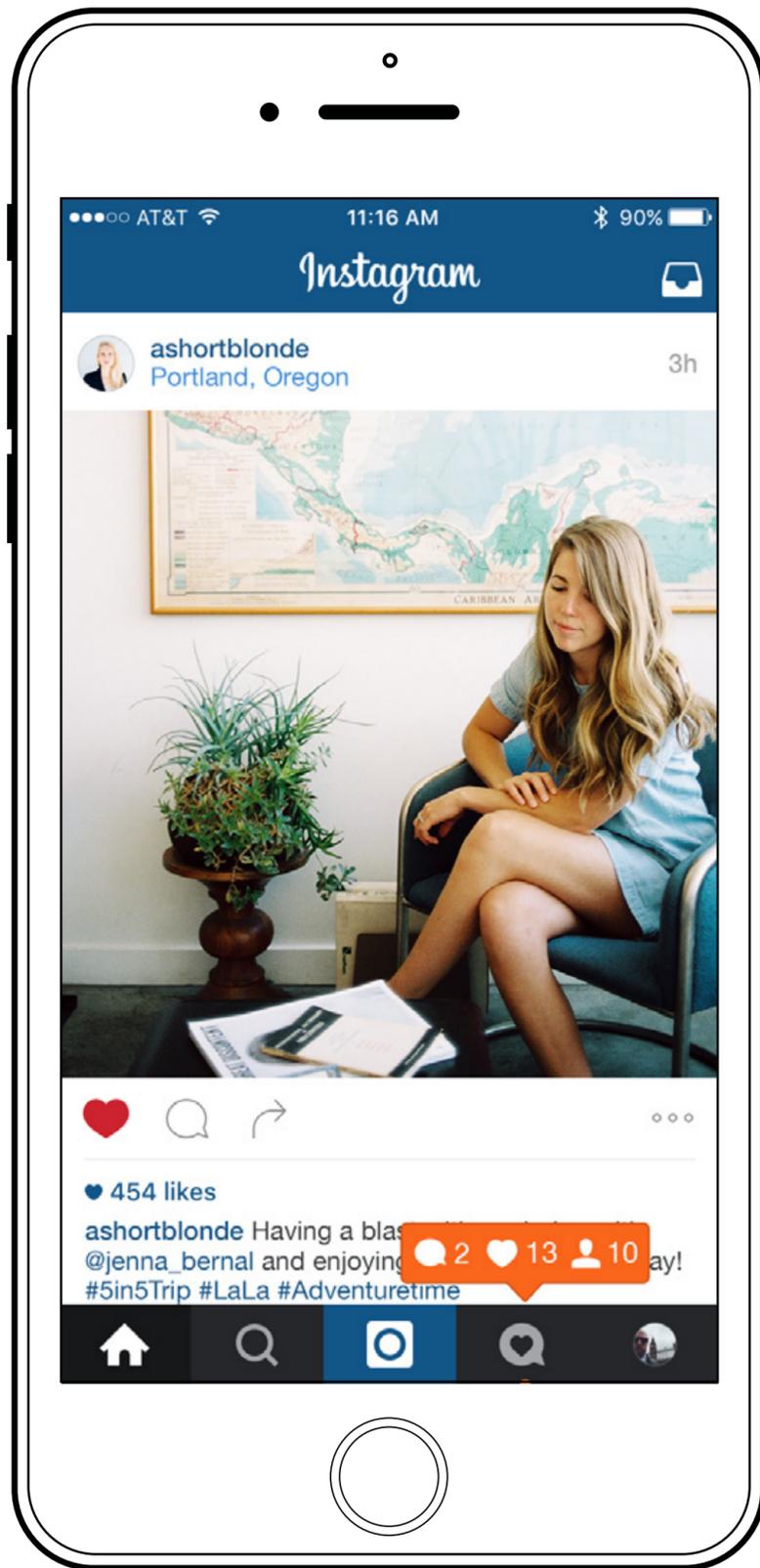
Ready to get started? Just say yes.
hello@tandmco.com





**“AND IN MY OWN LIFE
I AM NOT WILLING TO TRADE
QUALITY FOR QUANTITY.”**

**–JOHN STEINBECK,
TRAVELS WITH CHARLEY:
IN SEARCH OF AMERICA**



DELIVERABLES

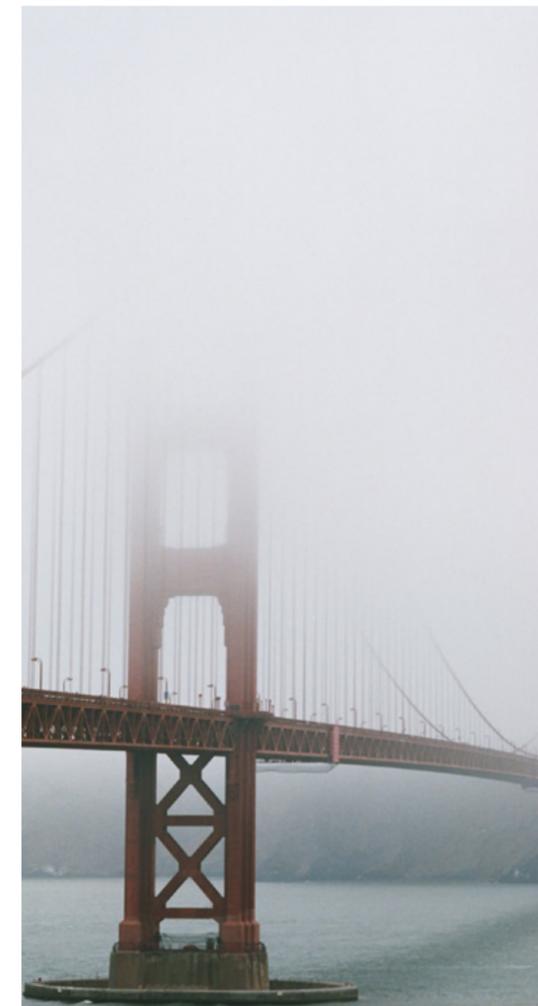
We understand that every brand is different. Because of this we've put together custom deliverable packages for you, providing a variety of mixed media options and access to our audience.

From stunning images and social media content to beautiful lifestyle videos highlighting your brand, we are excited about creating content for you.

Are you ready to get started?



ALL THE VIBES



An aerial photograph of a rugged coastline. The ocean is a deep blue, with white foam from waves crashing against dark, jagged rocks. A lone swimmer is visible in the water. The foreground shows a rocky cliffside with sparse, dry vegetation. The lighting suggests late afternoon or early morning, with a warm glow on the right side of the image.

**“THE PURPOSE OF LIFE, AFTER ALL, IS
TO LIVE IT, TO TASTE EXPERIENCE TO
THE UTMOST, TO REACH OUT EAGERLY
AND WITHOUT FEAR FOR NEWER AND
RICHER EXPERIENCE.”**

– ELEANOR ROOSEVELT



LET'S GET STARTED

You've been personally contacted by one of us and you can reply directly or you can email us at the email below. If you're interested, All you have to say is YES and we'll take care of it from there.

hello@tandmco.com

We look forward to working with you.