



Breeo — Annual Shoot Guide

Shot ideas • venue direction • deliverables timeline • loadout checklist

Clear creative direction

- Product shot examples (studio + lifestyle)
- Video beat list (15s/30s + YouTube)
- Venues & set dressing cues
- “Real, not staged” guardrails

Annual cadence (3 per quarter)

- Shoot windows aligned to seasons (fire-friendly)
- Deliverable timeline per shoot (T+3 / T+10 / T+14)
- Backup plan for burn bans / weather



The shot system (repeatable every shoot)

Categories + why

- **Hero / Key Art** Big, warm, human moments (homepage + paid ads)
- **Product Clean** PDP + Amazon angles, consistent lighting, detail macros
- **Cooking in Action** Accessories + food make the value obvious
- **Lifestyle Story** Saturday cookout + cabin weekend sequences
- **UGC Social** Phone-look clips that feel real (but are intentional)
- **Dealer/Trade** Bundles, merchandising, signage-ready compositions

Studio product shots

Must-have angles (per SKU)

- 3/4 hero + straight-on
- Top-down
- Detail macros (welds, texture, hardware)
- “How it attaches” sequence (Outpost/SearPlate)

Consistency rules

- Same lens height + lighting per category
- Clean shadows (premium, not harsh)
- Scale cues (hands, tools)
- One “hero finish” per set (stainless focus)



Lifestyle set: Modern patio (furniture + hosting)

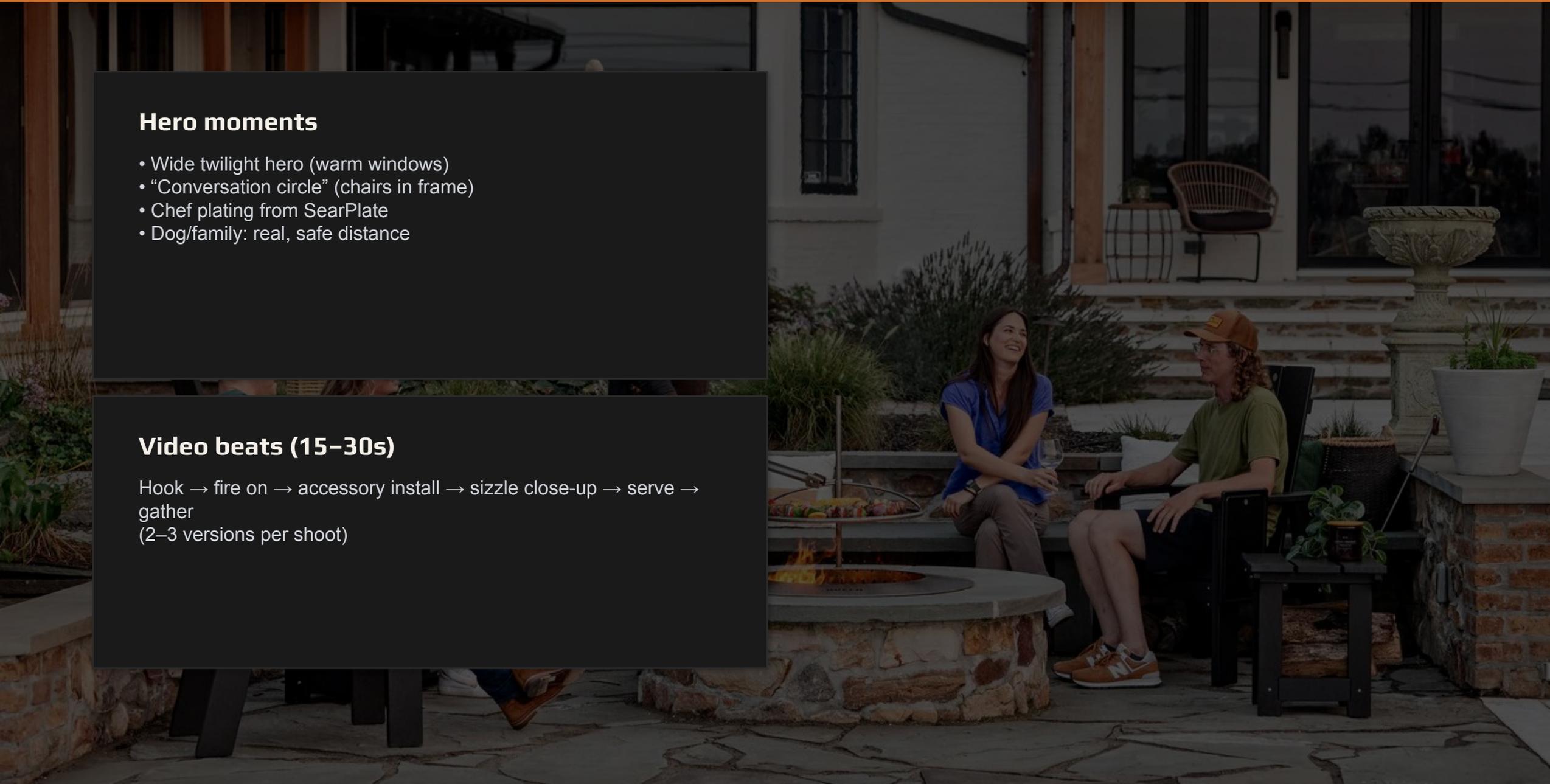
Spring / fall friendly

Hero moments

- Wide twilight hero (warm windows)
- “Conversation circle” (chairs in frame)
- Chef plating from SearPlate
- Dog/family: real, safe distance

Video beats (15–30s)

Hook → fire on → accessory install → sizzle close-up → serve → gather
(2–3 versions per shoot)



Set dressing cues

- Timber/stone textures
- Wool blankets, mugs, lanterns
- Wood rack + consistent splits
- Subtle hunting-lodge props (boots, waxed canvas)

Key frames to capture

- Fire reflection on stainless
- Kettle steam + hands
- “Warmth pull” (people leaning in)
- Ember close-ups for transitions



Cooking closeups (conversion shots)

Sear. Sizzle. Serve.

Must capture sequences

- Install Outpost/SearPlate
- Sear + flip (audio-friendly)
- Scrape/cleaning
- Plate + pass (community moment)

Food list (safe, repeatable)

Steak • sausages • veg • skewers • cast-iron sides
(choose 2–3 per shoot for continuity)



- 1) Hook (0–2s): “Tonight we’re cooking over live fire...”
- 2) Fire-on moment (2–4s): flame + smokeless comfort
- 3) Install (4–8s): Outpost/SearPlate attach sequence
- 4) Sizzle closeups (8–18s): sear + flip + steam
- 5) Serve + gather (18–25s): plates + smiles + warmth
- 6) Beauty / ember endcap (25–30s): slow embers + logo

Plan A (live fire allowed)

- Full live-fire cooking
- Ember + flame hero shots
- Night lifestyle sequences

Plan B (restrictions likely)

- No-flame product + install + furniture
- Food shot in approved kitchen / safe setup
- “Heat + gathering” without open flame



Deliverable schedule (per shoot)

Simple and repeatable

Shoot Day (T)

Capture photo + video beats
+ clean product angles

T+3 days

Contact sheets
Top selects
Gap list

T+10 days

Final selects
Retouch pass

T+14 days

Edits delivered
Exports: web + paid +
socials

Core categories

- Core products (pit + backup + furniture)
- Cooking accessories (Outpost, SearPlate, kettle)
- Fire + safety (mats, extinguishers, permits)
- Props + wardrobe (real, neutral, no logos)
- Production gear (power, audio, lighting, forms)

Includes placeholders:

- Project “LodgePack”
- Project “SearPro”
- Project “HeatHalo”



- • Talent + location release templates (print + digital)
- • “Brand guardrails” one-pager (wardrobe, props, staging, safety)
- • Lighting recipe cheat-sheet (studio + golden hour + night fire)
- • Content naming convention + folder structure (so teams can find assets)
- • Thumbnail storyboard for 15s / 30s / 60s edits
- • A/B test list (which hooks, which food, which feature callouts)