

Breo Shoot Plan — Master Shot List + Venue Targets + Run of Show

Shoot summary

- Deliverables: PDP/product photos, Amazon, Social (Reels/TikTok), YouTube, Paid Ads, Dealer materials, Email/SMS
- Vibe: High-end hunting lodge • Modern luxury • Rugged campsite • Suburban patio • Chef-driven live fire
- Shoot days: plan for 1 day or 2–3 days (build scalable shot list)
- Required products: X Series 24 + Outpost Grill + SearPlate + Kettle + Lid + Bag + tools + furniture (chairs/tables/benches) + wood racks
- Hero SKUs: Chairs and fire pits
- Finishes: Stainless for high-end shoots + corten for hunting camp vibe
- Audience: Suburban family • Upland crew • Chefs/foodies • Outdoor kitchen homeowners
- Moments: Saturday cookout • Cabin weekend
- Talent/props: Chef, family, dogs, coolers, beverage, cast iron/knives/boards
- Locations: Start Lancaster PA; short travel to lakes/mountains/streams; possibly high-end campgrounds; rentals + real customer locations; must feel real

Master shot list (categorized)

1) Hero / Key Art (Homepage, Paid Ads, Dealer one-sheets)

- Twilight wide hero: stainless X Series 24 centered on patio/cabin deck; people in soft focus; visible smoke-less flame draw
- Luxury lodge hero: fire pit + chairs + wood rack; warm interior light spilling from cabin window/door
- Chef hero: chef finishing food over Outpost Grill / SearPlate; flame visible; hands + food detail
- Suburban gathering hero: family + dog around fire; cozy blankets; realistic chatter; not posed
- Upland vibe hero: boots, waxed canvas, dog nearby; fire + kettle; understated 'camp luxury'

2) Product on White / Clean Background (Amazon+ Guidefitter + PDP)

- X Series 24: 3/4 angle, front, top-down, detail of airflow/smoke-less design
- Outpost Grill: mounted + standalone; height adjustment; detail of bracket/locking
- SearPlate: clean top-down; sear marks on food; cleaning/seasoning detail

- Kettle: with steam; lid off; hanging/handling shots; scale reference
- Lid + Bag + tools: hero group shot + individual item shots
- Furniture (chairs/benches/tables): straight-on + 3/4; material/finish details; lifestyle variant

3) Product-in-Use (the conversion shots)

- Sequence: start fire → place Outpost → add SearPlate → cook → serve (capture as photo + video beats)
- Hands installing accessories (real, not staged): clamp, tighten, adjust heights
- Wood loading + spark management; visible 'smokeless' experience (faces comfortable)
- Food: steak sear, veg char, cast-iron skillet, kettle beverage (coffee/cider)

4) Lifestyle / Storytelling (Saturday cookout + Cabin weekend)

- Arrive + unload: cooler, bag, tools; 'we do this every weekend' feel
- Prep table: cutting board, knives, seasoning; chef + helper; dog sniffing around
- Serve & share: plates passed, laughter, kids/dog near but safe distance
- Nightcap: kettle pour, whiskey pour (if allowed), slow ember shots

5) Detail / Texture (premium cues)

- Stainless finish: macro of welds, brushed grain, heat glow reflection
- Food macro: fat rendering, sizzle, smoke wisps (controlled), salt fall
- Hands: gloves, tongs, knife work; soot/ash realism without mess
- Wood rack: stacked splits, grain, brands/markings subtle

6) UGC-style Social (phone-look but premium)

- 15–30s 'how to' clips: set up Outpost, SearPlate sear, kettle boil
- Quick POV cooking: flipping steak, scraping SearPlate, plating
- Before/after: cold patio → fire on → people gathered
- 'What's for dinner?' hook + reveal of fire + food

7) Dealer / Trade assets

- 3-pack: Fire pit + chairs + wood rack (bundle shot)
- Accessory wall / table layout: clean merchandising concept shot
- In-store style signage mock: 'Live fire cooking' + 'Smokeless comfort' hero image capture

Future / unreleased product placeholders (use as stand-ins)

- Project "LodgePack" — premium travel bag + tool roll for Breeo accessories (shoot: pack/unpack, stitching, logo patch, tool layout)
- Project "SearPro" — upgraded plancha/sear plate (shoot: food glide, heat zones, cleaning, storage)

- Project “HeatHalo” — radiant heat ring / wind management accessory (shoot: comfort in wind, visible heat shimmer, safety notes)

Venue targets (Lancaster/PA + short travel)

A) High-end hunting lodge / cabin weekend

- Rental cabin with big timber interior + covered porch/deck (string lights, warm windows)
- Private lodge/clubhouse patio (stone/wood textures, premium outdoor furniture)
- Riverside cabin with fire-safe gravel pad + wood storage

B) Modern luxury suburban patio

- High-end new-build backyard: pavers, pergola, outdoor kitchen nearby
- Pool house / modern deck with clean lines (stainless hero)

C) Rugged campsite (but upscale)

- High-end campground/cabin resort with designated fire rings + amenities
- Lakeside campsite with gravel/stone base + controlled wind exposure

D) Chef-driven setting

- Outdoor kitchen setup with prep surface + good lighting control
- Partnership with a chef/restaurant that has a patio and allows controlled live fire

Run of show templates

One-day shoot (tight + efficient)

- AM: Clean product/PDP shots (controlled light) + install/how-to beats
- Midday: Cooking sequences (hero food items) + detail macros
- Golden hour: Hero lifestyle wide shots (patio/cabin)
- Night: Ember + kettle/whiskey + warm gathering + final hero

Two–three day shoot (best results; separates worlds)

- Day 1 (Studio/clean): Product-only + Amazon/PDP + accessory installs
- Day 2 (Luxury): Modern patio + chef-led cooking + premium furniture focus
- Day 3 (Lodge/camp): Cabin weekend story + upland vibe + rugged but high-end

Notes to keep it ‘real’ (your hard rule)

- Wardrobe: muted outdoors neutrals; avoid 'costume'; clean but lived-in
- Blocking: capture candid prompts (give talent actions, not poses)
- Fire safety: clear perimeter, stable surfaces, extinguishers, wind plan
- Continuity: wood stack level, food progression, soot/ash realism (controlled)
- Backup weather plan: covered porch + pop-up + indoor prep table + close-up list