

BRAND *playbook*

FISHER
CREATIVE



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**WE'VE
BEEN
THERE.**

**WE
KNOW
THE
TOP
OF
THE
WORLD
FEELING.**

You don't have to climb the tallest mountain in the world to feel absolutely alive. But...

MOUNT EVEREST IS PRETTY F*CKING AMAZING.

An experience like that – heart beating in your chest, head dizzy from the rarefied air, eyes watery from wind and a wide view of the world – is almost impossible to truly capture second-hand and in the third person. There is nothing like having that moment hit you square in the face.

Which is why we do everything we can to come pretty damn close.

At Fisher Creative, we have two commitments we make with every creative badass, every client, and every audience:

We'll meet you where you are.

WE'LL TAKE YOU SOMEWHERE YOU'VE NEVER BEEN (AND WHERE — DEEP, DEEP DOWN — YOU KNOW YOU WERE MEANT TO GO)

Crushing these two goals is why our commercial shoots are so compelling, why our documentaries are so immersive, and why our still shots make a busy, distracted world stop on a dime.

Because when you work [this close] with what you love, it's easier to draw everyone else in. Because the whole purpose of this wild adventure is to create a shared experience that is still intensely personal. Because what we're [here] to do is not just to create [this thing], but to bask in creation as a whole.

THE BEST STORIES ARE IN THE MAKING.

We don't have to prove it to you.

Come along for the ride and experience our transformative productions

for yourself?

"I went to the woods because I wished to live deliberately, to front only the essential facts of life, and see if I could not learn what it had to teach, and not, when I came to die, discover that I had not lived..

I WANTED TO LIVE DEEP AND SUCK OUT ALL THE MARROW OF LIFE...

to live so sturdily and Spartan-like as to put to rout all that was not life, to cut a broad swath and shave close, to drive life into a corner.."

HENRY DAVID THOREAU

World-walking, nature-loving,
human-condition-capturing
badass





CORE
purpose

to unleash
EPIC STORIES
and
POSITIVE CHANGE
through
**TRANSFORMATIVE
EXPERIENCES**



MISSION

statement

BECAUSE THERE IS ALWAYS
MORE TO THE STORY.

Taking a wide-angle approach to life, creativity, and connection means experiencing things outside of the “standard” frame. It’s a visual “more to the story.” There’s a breathtaking thrill that comes with experiencing something new and bright or The One Thing that has always been there, hiding in the fringes until you open your eyes wide enough to meet it. All it took to add to your depth and perception was expanding your personal view of the world just a few degrees.

Our mission is to help the world wander, wonder, and witness what was previously unknown, unseen, and misunderstood.

VISION *statement*

AN EPIC LIFE FOR ALL

This vision has its roots in creativity and the positive potential of the human experience.

The more we capture, immerse, share, and connect, the wider the source for our next wild hair, great idea, and enlightened evolution.

Creativity isn't just air for the artist. It's a state of mind. Of being. A unique calibration and connection of experiences. A radical alignment of new, old, and separate to make something that previously never existed.

BECAUSE WHEN WE EXPERIENCE GREATER CREATIVITY, WE HARNESS A GREATER EXPONENTIAL EXPERIENCE.



OUR *story*

FISHER CREATIVE
IS A WORLD-CLASS
PRODUCTION
HOUSE KNOWN
THE WORLD OVER
FOR ITS ATHLETIC
AND AUTHENTIC
CINEMATOGRAPHY,
STILLS, AND
STORY-DRIVEN
PRODUCTION.

Its "Never Be The Same" challenge has ignited the creative collective behind brands like National Geographic, Rolex, Infiniti Motors, Royal Caribbean Cruise Lines, The North Face, Smartwool, Stio, and Black Diamond by combining life-changing experiences and processes with fresh, game-changing visual content. Find out more about their 110% commitment at FisherCreative.com

FISHER
CREATIVE

"I LOVE MY JOB."

mark fisher

Founder CEO, every time he gets
behind a camera



CORE *values*

**THE MOST AUTHENTIC STORIES
ARE THE ONES THAT BELONG TO US.**

This is why we invite our clients to experience the world straight from the source. Unfiltered, raw, damn-near spiritual. Perfection isn't realistic and it's not why we are here. We show up – collectively – when it's real..

A man and a woman are sitting outdoors in winter attire, smiling and enjoying a meal by a campfire. The man is wearing a blue puffer jacket and a grey sweater, while the woman is wearing a white knit hat, a grey sweater, and a red and black plaid scarf. They are both holding glasses of wine. The background is a snowy, wooded area with a blurred cabin or tent.

**WE LEAVE THE WORLD BETTER THAN WE FOUND IT
— AND OUR CLIENTS BETTER FOR THE TRIP.**

As a production studio that will go to any lengths to capture the perfect shot, we think nothing of the extra miles we go to guarantee every person we meet gets the care, compassion, candor, and personal attention they deserve.



**DON'T JUST WATCH WHAT HAPPENS NEXT.
BE WHAT HAPPENS NEXT.**

We aren't a sidelines sort of company. Don't just captivate; compel. Don't just enchant; ignite. Don't just dream ridiculously big. Dream as if your life depends on it. Because it does.



OWN YOUR SHIT.

You're human. We get it. It's one of the things we love about you. So when you make mistakes, make your own solution while you're at it. Be better than your last best. We'll never ask you to do the impossible — but damn, it's sure fun to try.



**BE THE SPOKE
AND GET STOKED.**

We are a revolutionary creative and media production studio. We constantly turn it on, turn it over, and turn it up – at work, at home, in life. It's always an exciting time to be alive and create something





**THERE'S A DIFFERENCE BETWEEN
FEARLESS AND RECKLESS.**

Our clients trust us to deliver awe-inspiring, life-changing, eye-widening stories and experiences both on and off the reel. We do this by offering high-impact, low-consequence excursions, adventures, and transformational journeys that push people out of their comfort zones, but never outside of their personal boundaries.

BIG

hairy
audacious

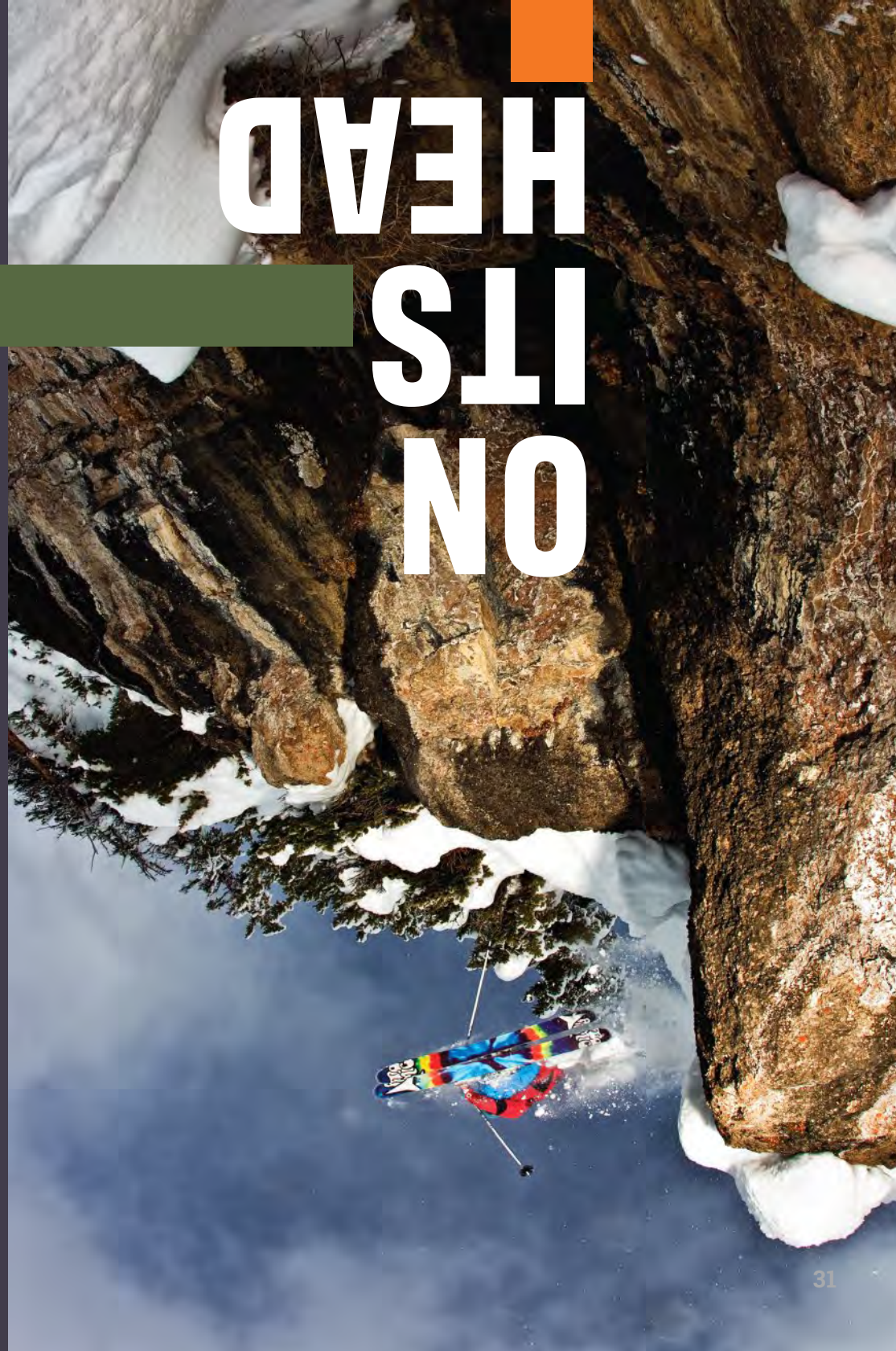
GOAL

aka
BHAG



TO TURN

THE MEDIA PRODUCTION MODEL



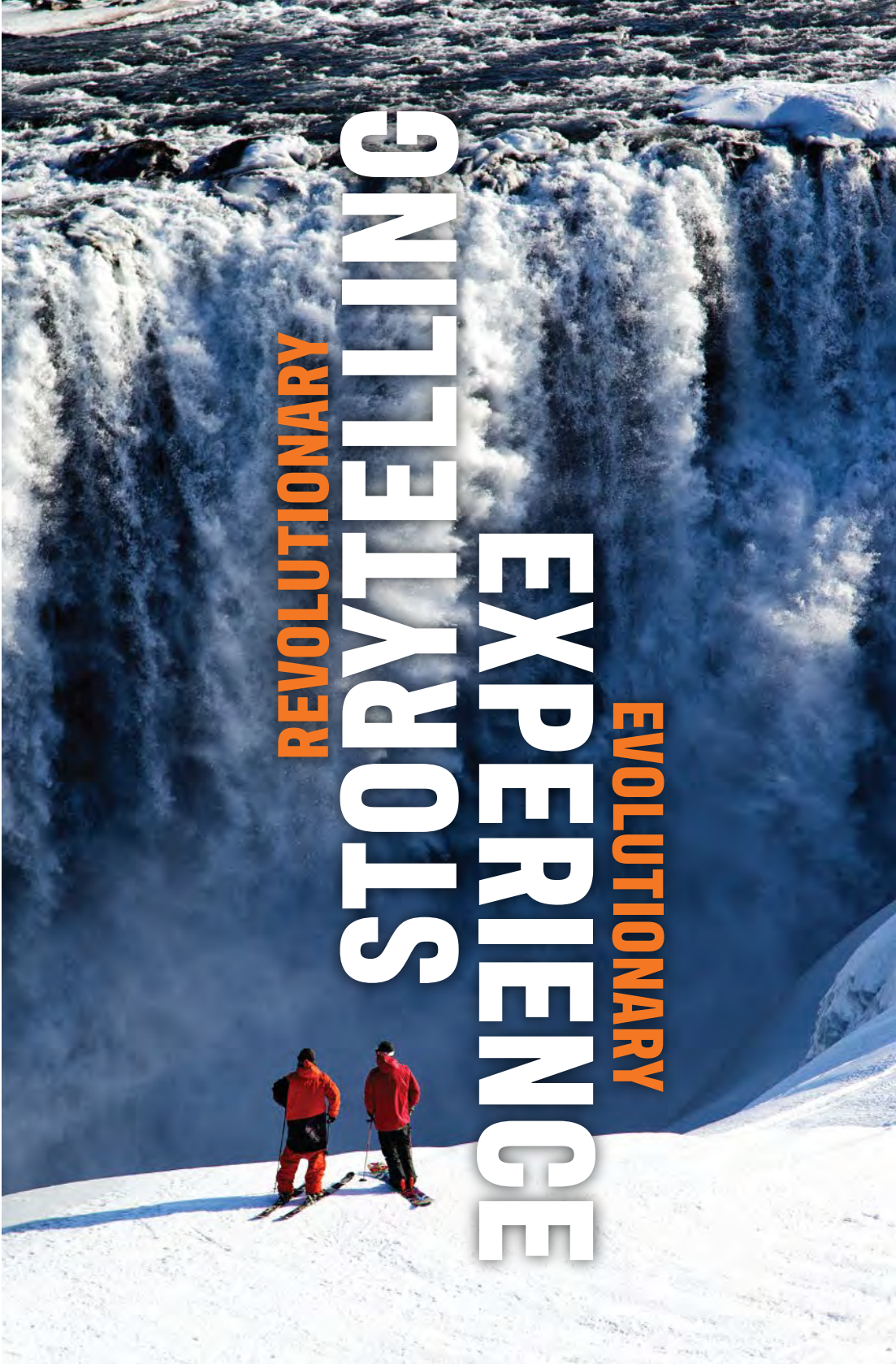
and storytelling
**BY TURNING
INNOVATION**

**INSIDE
OUT.**

WE AIM TO BE THE
MOST SOUGHT-AFTER
WORKPLACE FOR
CREATIVES ON THE
GLOBE BY 2033 WITH
OUR COMMITMENT TO
THE BIGGER PICTURE
AND AN AUTHENTIC
APPROACH TO THE
BIG (AND SMALL)
SCREEN.

HEDGEGHOG

Strategy



EVOLUTIONARY
EXPERIENCE
STORYTELLING
REVOLUTIONARY



THE X *factor*

We stoke creative genius and creative geniuses with an immersive, come-along-for-the-ride approach to projects, experiences, and life.

Our beliefs are

CREATIVITY IS WHAT
MAKES US [BETTER]
HUMANS.

Every time we create, we form a connection. We bridge the gap between problem and solution, necessity and invention, nothing and something, strangers and friends, anger and understanding, ideas and actuals. It's what separates us from other mammals and what defines us as individuals. The greater our connection, the greater our creativity – and the greater our potential.



REVOLUTIONARY
STORYTELLING IS
A MIXTURE OF
DISRUPTION
AND DELIGHT.

True innovation and creativity doesn't always happen in a comfort zone. It's a hunger, an unmet – and sometimes unknown – need. It's the exhilarating rush of experiencing something new, challenging something old, and awakening something ancient.



3. BADASS IS A BADGE EARNED BY THOSE FEARLESS ENOUGH TO TRY.

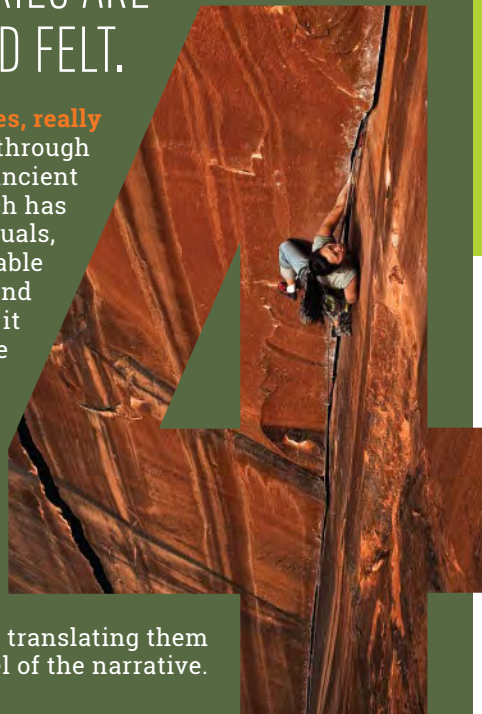
You don't have to climb Mount Everest, jump out of a plane, or eat a plateful of bugs to earn it (although we recommend all three just for kicks). **Badasses do what most won't, ten times as well, without thinking twice.** Our "I'm In" and "Hell Yes" approach to every experience is what drives us to try most everything in life and be in for every opportunity, at least once, on every production. This "I'M IN" approach is the same in our personal life as in our production life.



4. THE BEST STORIES ARE SEEN, HEARD, AND FELT.

We strive to tell real stories, really really well. We do this through our deep respect for the ancient art of storytelling – which has always combined visuals, musical cadence, memorable arcs and adventures, and roles we all play to bring it to life. Helping people connect to a story visually, intuitively, and emotionally starts with knowing what to listen for, look for, and feel for.

It's very little about luck and absolutely about opening all of our cells up to the biggest possible experience and translating them across every level of the narrative.



5. THE BIGGEST IMPACT HITS WITH A THOUSAND TINY DETAILS.

With every client we work with and every story we tell, every detail matters. We break it down and handle every single one – because we view all forms of storytelling as a "team" process. It's why we take immense care to hand-select and curate the best possible people for each job and why we all-but-include the extra mile on every shoot – our passion includes our commitment to the story, our client, and our professional integrity with every every fiber, chord, frame, and punctuation point.



come along
FOR THE RIDE

We drive to the source and the heart of the matter – and we strive to take as many people with us in the process. If you can't see the magic in the world, you're not looking hard enough or in the right places.



BRAND

challenge

**NEVER
BE
THE
SAME**

BRAND
spark

the
**BEST
STORIES
are
IN THE
MAKING**



BRAND

promises

We'll
bring
your

creativity

to life
in ways you

always

(and never)
imagined.



We're
ready
when
you are.

We
promise
to
create
an
unforgettable
experience
for
every
client,
every
audience,
every time

BRAND*Key*
PERFORMANCE
indicators



**CREATIVITY
ISN'T A
PRODUCT.**

**IT'S A
PROCESS.**





CLIENT ENGAGEMENT PROCESS.

Before every single shoot, we do massive amounts of research to determine exactly what's needed to crush each aspect of the project. This includes getting to know our clients, fleshing out the details they didn't think of, and understanding their expectations so we can exceed the crap out of them. Completed interviews, questionnaires, research templates, intake forms.

CUSTOMER RELATIONSHIP PROCESS.

One way to ensure an unforgettable experience is plenty of documented behind the scenes footage. How many other creative agencies provide their clients with their own personal highlight reel? NPS, follow-up emails, can't-wait-to-do-it-again surveys, personal touches

CAN'T-WAIT-TO-DO-IT(AGAIN AND AGAIN) PROCESS.


Maintain availability through fast response times (even if it's out-of-office), open booking calendars, and ways to reach us when we're traveling.

A person in a green jacket stands on a rocky mountain ridge. Below them is a vast sea of white clouds filling the valleys. In the distance, more mountain peaks are visible under a bright blue sky with a sunburst effect in the upper left corner.

BRAND *guarantee*

AT FISHER CREATIVE
WE PROMISE TO TAKE YOUR
IDEAS AND YOUR AUDIENCE
ON A FIRE-STOKING,
LIFE-AFFIRMING ADVENTURE
WITH DELIVERABLES THAT
WILL **BLOW YOUR MIND,**
ON TIME, EVERY TIME.

IF YOU FEEL WE'VE MISSED
THE MARK WE STAND BY
EVERY ASPECT OF OUR
PRODUCTION AND WE'LL
MAKE IT RIGHT.

The background of the entire page is a photograph of three runners silhouetted against a sunset sky. They are running along the crest of a dark, rocky hill. The sky is a mix of orange, yellow, and grey, with wispy clouds. The runners are in various stages of their stride, moving from left to right across the frame.

“THE PRIORITY OF EVERY
SINGLE SHOOT IS TO
DRAW PEOPLE IN. HARD.
AND THIS IS EASIER TO
DO WHEN EVERYONE
INVOLVED IN THE
PROCESS HAS THEIR
PANTS ROLLED UP AND
IS GRIPPING IT WITH
THEIR TOES.”

mark fisher

Founder CEO

“WE APPROACH
EVERY NEW CLIENT
AS A CHALLENGE AND
A PROMISE. IF YOU
COME TO US, WE’RE
GOING TO TREAT YOU
LIKE FAMILY, PUSH
YOU TO PLACES
YOU’VE NEVER BEEN,
AND DELIVER A
STORY THAT BLOWS
YOU AWAY.”

mark fisher

Founder CEO



Experiences that people swear (out loud) by

colorful language

Show

Ask questions, take direction, earn trust, flex our professional prowess

Inspire, Ignite, Stoke, Disrupt

Quirky. Witty. Bold.

Authentic hole-in-the-wall food, local coffee shops, craft beers, and good wine.

Deep powder, alpine starts, long days in the mountains, mountain biking, climbing, throttle-time, the active pursuit of life

whats never been done

Crazy-fun, all-night escapades in cities around the world—and we have the stories to prove it.

Grateful Dead and electronic music

Wide-open arms and a wide world view

Crazy adventures with uncertain outcomes

trailblazing

Fearless

Conventional, same-ol' media

gray areas

Tell (much)

Micromanage

Blah. Meh.

Fine print. Everything we need to say, we'll say clearly where people can see it.

Gas station coffee, room service, cell phones at the dinner table.

Recliners, sitting on our asses, staying in comfort zones.

what everyone else does

Whatever the opposite is of this (we don't know it)

Pop music

Narrow minds, restrictive rules, bad attitudes

Pre-booked tours

the beaten path

Reckless

RAD
STOKE
HOLY \$%#&\$
EPIC

BRAND

Lexicon

BADASS
I'M IN
YES
F*CK YES

GUT *checks*

Helping us stay true to our core —
every contributor, every client,
every time.

outward

FOR OUR CLIENTS

With every project, ask yourself:

Did we capture all the details?

How have we inspired a greater trust in
our process?

How have we helped our clients
experience something truly new and
life-changing?

onward

TOWARDS THE BETTER

With every project, ask yourself:

How have we pushed each
other toward our greatest work?

How have we ignited a positive
response?

What can we do (even) better
next time?





Now let's get out
there and go change
the world.

**FIRE-STOKING
MARROW-SUCKING
LIFE-AFFIRMING
UNFORGETTABLEY EPIC
STORIES
IN THE MAKING**

