

BRADLEY MOUNTAIN



- BODACIOUS YOUNG FOLK -
- ADVENTUROUS AESTHETIC -
- RUGGED & RUSTIC -

Bradley
Mountain is a
company founded in
San Diego in 2012
with the purpose of
crafting aesthetically
pleasing tools and
materials that serve
a purpose and
function in the lives
of young
adventurers and
explorers.





With durability and visual aesthetic in mind, it is Bradley Mountain's goal to "inspire a fresh perspective on modern adventure, beyond just traveling and camping, and into our daily lives."





PIPE ROLL - FIELD TAN — \$ 44



CERAMIC FLASK — \$ 92



ADVENTURE LOG - YELLOW — \$ 12



THE WEEKENDER - BLACK — \$ 179



BIFOLD WALLET - BROWN/BLACK — \$ 97



UTILITY ROLL — \$ 29



THE TENNYSON - OILED — \$ 36



MONHEGAN CANDLE — \$ 45



**MEMOIRS OF A TRESPASSER PERFUME
— \$ 55**

With items ranging from backpacks to perfume, Bradley Mountain offers a motley of products, each possessing a rustic aesthetic and the prevailing theme of nature and adventure.



THE BIOGRAPHER - OATMEAL — \$ 298



KEY TAG - NATURAL — \$ 7



Bradley Mountain's predominant tool for advertising is social media - especially Instagram. The majority of their posts are photographs consisting of a wooded environment, a young, fit, attractive individual (typically carrying one of their backpacks or utilizing one of their various products), and something indicative of travel or adventure (i.e. a winding road, off-roading vehicle, boat, etc.) Many of their photographs feel very "Pacific Northwest-esque".



Bradley Mountain most definitely utilizes “adventure appeal” by capturing natural surroundings and environments, camping equipment, and youthful, active subjects.

While none of the subjects are ever posed in sexual or suggestive manners, one might say that “sex appeal” is used to an extent, merely because of the appealing physical appearance of most of the subjects - they could all be considered attractive by most standards. One might feel more motivated to purchase a Bradley Mountain product under the notion that they may be more capable of attracting people like those in Bradley Mountain ads, or of simply looking like them.



In addition to capturing adventurous adolescents and young adults, Bradley Mountain frequently uses photographs of symmetrical/aesthetically pleasing arrangements of various products shot from above.







MY ATTEMPT TO CREATE A BRADLEY MOUNTAIN-ESQUE AD



MY ATTEMPT TO CREATE A BRADLEY MOUNTAIN-ESQUE AD

- Visual balance/alignment
- Natural/Muted color palette
- “Adventure” is implied through muddy sneakers, pine cone, roll of twine, etc.
- Light/faded denim and olive/sage button-ups
- Simplistic leather watch
- Vintage Olympus Camera
- Leather wallet and stamped wallet

