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



ranging from

to

backpacks

perfume,

Bradley

offers a

motley of products, each

possessing

a rustic

aesthetic and the prevailing theme of nature and adventure.

Mountain

ADVENTURE LOG - YELLOW - \$ 12



THE BIOGRAPHER - OATMEAL - \$ 298



THE WEEKENDER - BLACK - \$ 179

THE TENNYSON - OILED - \$ 36



BIFOLD WALLET - BROWN/BLACK - \$ 97



UTILITY ROLL - \$ 29



KEY TAG - NATURAL - \$ 7



MONHEGAN CANDLE - \$ 45



MEMOIRS OF A TRESPASSER PERFUME - \$ 55



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.

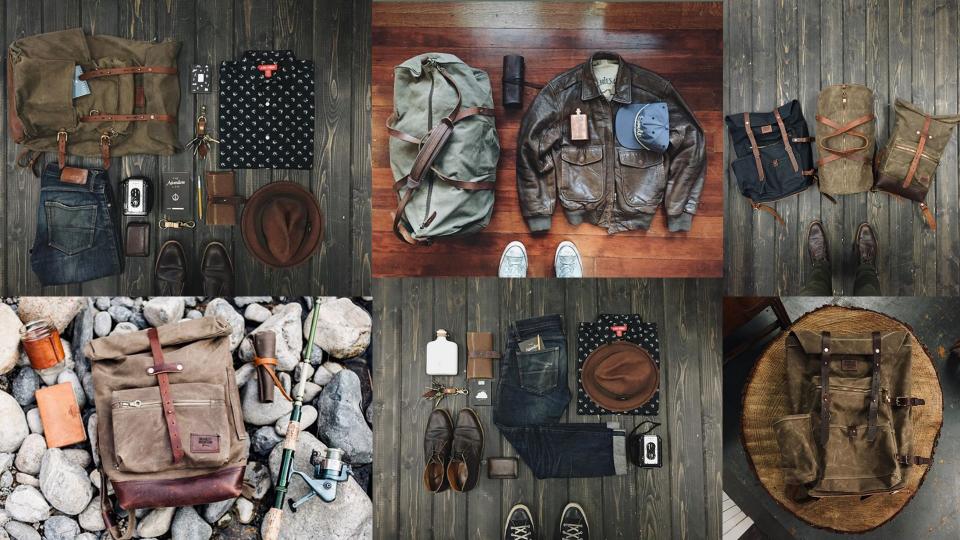
While none of the subjects are ever posed in sexual or suggestive manners, one might say that "Sex appeal" is used to an extent, merely because of the appealing physical appearance of most of the subjects - they could all be considered attractive by most standards. One might feel more motivated to purchase 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 pallette
- "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

