

CREATIVE BRIEF

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LUXURY VACATION RENTALS

Nomadness Rentals creates vacation rental experiences in **Mammoth Lakes, California** and **Steamboat Springs, Colorado**.

Your role as a creator is to capture short form video content that highlights our homes, the surrounding area, and the overall mountain experience.

These videos will be used by Nomadness on Instagram Reels, Facebook Reels, and digital marketing channels.



CONTENT GOAL

What We're Looking For:

- Warm, inviting short videos that feel local and personal
 - A mix of calm scenic shots and natural human moments
 - Content that reflects Nomadness as a family-run, local business
 - Videos that make people feel comfortable, excited, and confident booking a stay
- Content that shows off the beauty/fun of both Mammoth Lakes and Steamboat Springs to want to come visit for themselves

Some videos may include talking to camera or voiceovers to add personality and connection. Others should stay visual and atmospheric. Both styles are important.





TARGET AUDIENCE

Our content should speak to travelers planning a Mammoth Lakes or Steamboat Springs getaway. Most viewers are booking a ski trip, weekend escape, or family vacation, so keep the vibe warm, upbeat, and helpful. Film both the home AND the destination experience. We want viewers to picture the full trip: ski days, hot springs, events, après, village walks, and cozy nights back at the rental.

FAMILIES WITH KIDS

Families are looking for a fun, easy trip with minimal stress and lots of comfort. Show kid friendly moments both inside and outside: snow play, tubing, gondola rides, village treats, family meals, and movie nights. Highlight features that make family travel easier: open living spaces, bunk rooms, laundry, dining table, fast WiFi, and proximity to activities. The goal is to make it feel like a "family adventure" with a cozy home base.

FRIEND GROUP SKI TRIPS

Friend groups want the perfect mix of mountain days and memorable hangouts. Show the full ski trip lifestyle: first chair, POV skiing, après vibes, brewery stops, village walks, events, and late night hot tub sessions. Inside the home, focus on group friendly features: fireplaces, large kitchens, big living rooms, hot tubs, and space for gear. Make it feel fun, active, and effortless.

PET FRIENDLY TRAVELERS

Pet friendly guests want a rental AND a destination where their dog is welcome. Show pet moments inside and outside: the dog in the snow, walking through town, hanging on patios, or relaxing after adventures. Highlight the comfort of traveling with a pet: easy entry, nearby trails, room to spread out, and cozy indoor moments by the fireplace. The goal is to make viewers think: "We can bring our dog AND still have an amazing trip."

WHAT TO FILM



Property Content

- House Tour style videos
- Kitchen and dining areas
- Bedrooms and cozy details
- Hot tubs with steam
- Decks, patios, or views



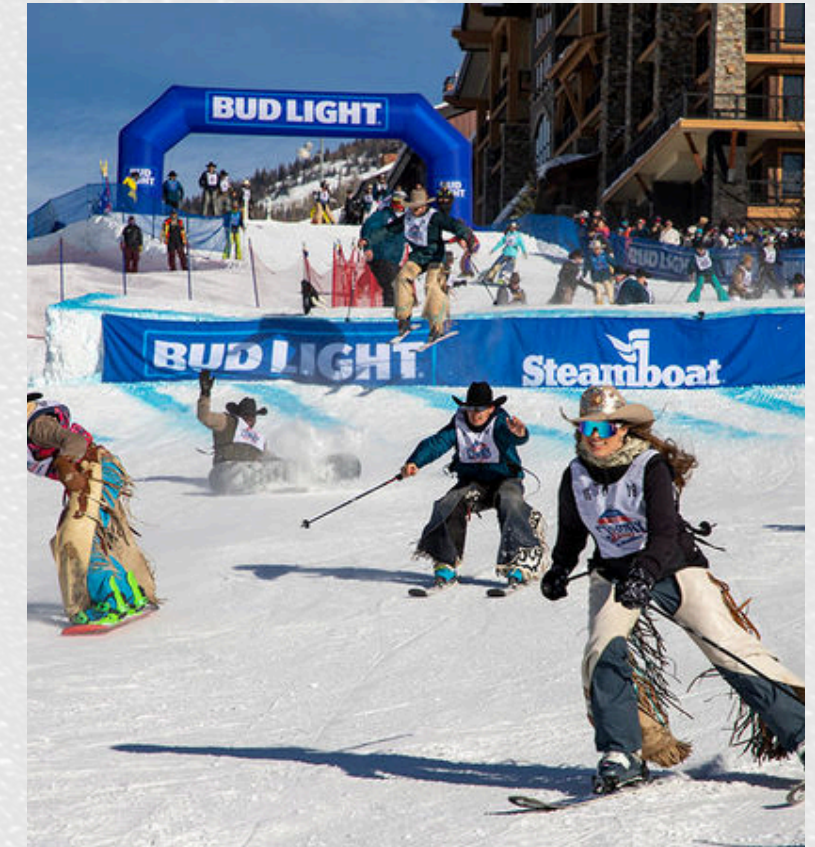
Destination Content

- Walking through town
- Snow Falling
- Mountain views
- Local Weather Report
- Coffee shops
- Sunsets or golden hour
- Hot Springs



Local Activities

- Skiing/Snowboarding
- Horseback Riding
- Local activities in town
- Shopping
- Local tips and tricks (e.g. best place to find...most people don't know this...)



Local Events

- Special annual events
- Local events

FILMING STYLE GUIDELINES

Best Practices

- Use steady shots
- Move slowly
- Use natural light if possible
- Keep clips clean and simple
- Hold the phone for several seconds when doing scenery shots instead of panning the whole time

Avoid

- Swearing
- Loud or distracting background noise
- Music playing while someone is talking

Technical Requirements

- Vertical format (9:16)
- Each edited video: 10-15 seconds long, but house tour styles/walkthroughs can be longer 1-2 minutes
- Simple cuts, no heavy effects
- Natural colors
- No music added to the file, Nomadness will add music later
- **Exception:** using music for specific trends
- Keep any on screen text simple (san-serif font, easy to read)

When Speaking Is Used

- Keep speaking natural and clear
- Friendly and conversational tone
- Good examples: "This is why winter weekends in Mammoth are special." or "One thing people love about staying here after a ski day..."
- If unsure, record the visuals first and add a simple voiceover.



DELIVERABLES

WHAT YOU'LL SUBMIT EACH MONTH

- 8 edited videos per month
- All raw clips used in the edits
- Files will be uploaded to a shared Google Drive folder

EDITING & REVISIONS

- Simple edits only
- No heavy filters or effects
- One round of minor revisions included
- Revisions are small trims or clip swaps only

TIMELINE

- Nomadness provides creative brief
- You film during approved time windows
- Videos are delivered by the monthly deadline
- Feedback is provided within 48-72 hours

USAGE RIGHTS

All content created is owned by Nomadness Rentals and may be used for:

- Social media
- Paid ads
- Website and future marketing

You are not expected to post this content on your own accounts.



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CONTACT US.

INFO@NOMADNESSRENTALS.COM

WWW.NOMADNESSRENTALS.COM

