

# Photo Brief



# Campaign Brief

Create a photo for Michelob. Show us how you enjoy the benefits of reconnecting with nature (and with yourself) while enjoying a refreshing Michelob ULTRA Pure Gold with friends!



# Your Photo

- You **MUST** purchase and feature Michelob ULTRA Pure Gold bottles in your content. You can find your local store where you can purchase the product here: <http://bit.ly/2kLSZan>
- Photo **MUST** include the product in an authentic way where logo is 100% visible and easily legible.
- Photo **MUST** feature at least **TWO** people enjoying a Michelob ULTRA Pure Gold while reconnecting with nature.
- Photo **MUST** be outdoors and showcase a visible connection with nature (e.g. relaxing on a crest of a beautiful hill/mountain, where the view is visible in the content, interacting with the trees while hiking through the woods, basking in the sunlight while enjoying a Michelob ULTRA by a lake or stream, etc.) It **MUST** also be where people can LEGALLY consume alcohol!
- Photo **MUST** feel authentic and capture a real moment/real reactions (should not feel overly staged).



# Your Photo - continued

- There **MUST** be at least **ONE** bottle of Michelob ULTRA Pure Gold for every person featured in the content.
- All people in the image must be wearing clothing that is authentic for being outdoors during the fall season (e.g. sweaters, light jackets, hats, etc.) and appropriate footwear (e.g. hiking boots, sneakers, etc.)
- If showing someone drinking from the bottle the cap must be off with the logo upright, clearly visible and legible.
- Photo **MUST** be captured using low and profile angles.
- Photo **MUST** be high-definition, shot in bright natural light and at least 1080 x 1080 pixels.
- Photo **MUST** be owned and original.



# Do Not

- Do **NOT** capture content on your iPhone. **MUST** be shot on a camera.
  - Do **NOT** show anyone drinking from straws out of the bottle or liquid being poured out of the bottle into a cup- beer should be consumed **DIRECTLY** from the bottle.
  - Do **NOT** show drinking games, overconsumption of alcohol or anyone under the age of 21 in your image.
  - Do **NOT** showcase the product as too posed (e.g. a hand holding the bottle towards the camera).
  - Do **NOT** have anyone in the image looking directly at the camera or using over-exaggerated facial expressions. The shot should feel organic and capture an authentic moment in nature.
  - Do **NOT** photoshop the product into your image, photoshop the background of your content or just take a picture holding the product (no selfies!)
  - Do **NOT** use filters that alter the color of the product in any way, personal watermarks, signatures, collages, or borders.
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# You Win

Approved images will be paid and used by Michelob ULTRA.

- The approved winning image will receive \$500.
- 3 approved runners up will receive \$200 each.

Take the photo and [submit your image](#).



# Inspiration

These are some examples of the wardrobe Michelob is expecting to see:



[Submit your image here!](#)