A wide-angle, high-angle shot of a vast, flat, dry lake bed under a clear blue sky. In the lower center, a small, weathered wooden boat with a single oar lies on the cracked, brownish ground. To the right of the boat, a man wearing a hat and a long coat stands, looking towards the camera. His shadow is cast on the ground. The horizon is flat and distant, with a few low mountains visible on the horizon line. The sky is a deep blue with wispy white clouds.

We seek meaningful narratives that connect, empower, and impact our world.

**We are the premier storytellers driving impact in  
adventure, sustainability, and conservation to  
help shape a better future.**





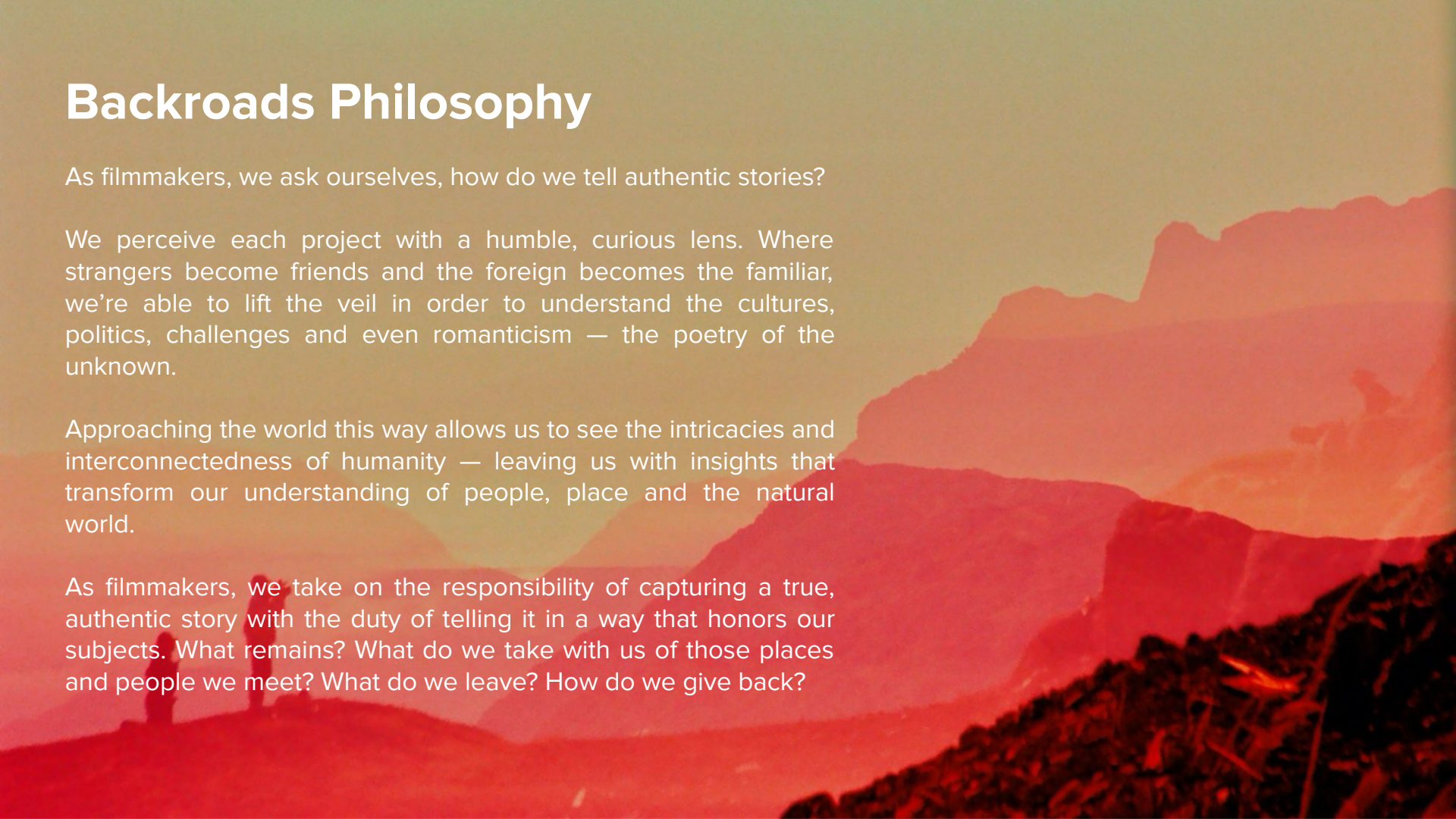
# Backroads Philosophy

As filmmakers, we ask ourselves, how do we tell authentic stories?

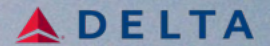
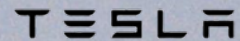
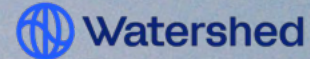
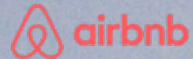
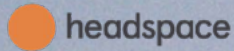
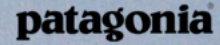
We perceive each project with a humble, curious lens. Where strangers become friends and the foreign becomes the familiar, we're able to lift the veil in order to understand the cultures, politics, challenges and even romanticism — the poetry of the unknown.

Approaching the world this way allows us to see the intricacies and interconnectedness of humanity — leaving us with insights that transform our understanding of people, place and the natural world.

As filmmakers, we take on the responsibility of capturing a true, authentic story with the duty of telling it in a way that honors our subjects. What remains? What do we take with us of those places and people we meet? What do we leave? How do we give back?



# CLIENTS





# ONE STOP SHOP

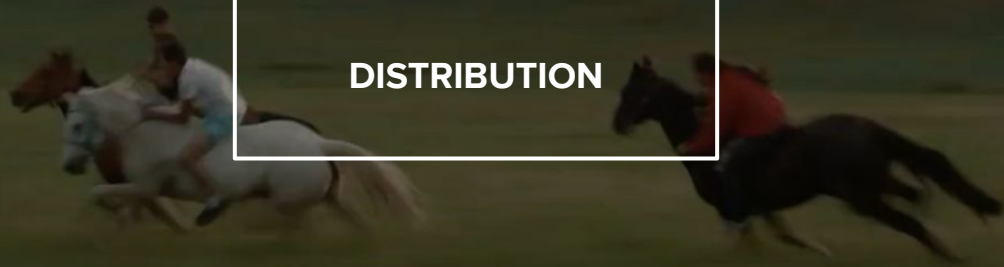
BRAND & CONTENT  
STRATEGY

DOCUMENTARY & TV  
FILMS

SOCIAL & DIGITAL  
CONTENT

PRINT & EDITORIAL

DISTRIBUTION



# PATAGONIA

## CONSERVATION INITIATIVES

### Overview:

Patagonia commissioned Backroads to produce founder stories of organizations working in Marine Protected Areas. This includes Jackson Wild's Best People & Nature Short Documentary winner, Daughter of the Sea. The campaign resulted in the expansion of Marine Protected Areas in South Korea.

### Impact:

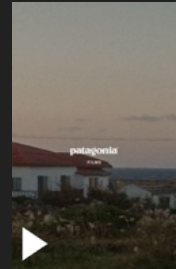
- Generated hundreds of thousands of petition signatures which drove government policy to officially protect these marine areas
- Films received over 2M total engagement on social (Youtube, Instagram, TikTok)
- Brought in 11+ film festival awards including winner at Jackson Wild and Mountain Film Festival, and Director's Choice at Woods Hole Film Festival



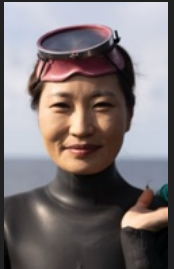
Daughter of the Sea



15s Social Teaser



30s Social Teaser



Stills



Trailer



BTS



Jalpi



Social Reels



# DELTA & SPOTIFY

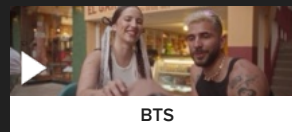
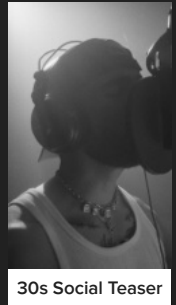
## PASSPORT SESSION FOR DELTA IN-FLIGHT

### Overview:

Delta and Spotify approached us for their in-flight partnership campaign to create a content series showcasing a cross-cultural melting pot of artists from the same genre coming together from different parts of the world to create new music with global appeal to share via in-flight entertainment.

### Deliverables:

- One 20-minute documentary
- One 60-second trailer
- Five 60-second Instagram/Tiktok Reels
- Five 30-second Instagram/Tiktok Reels
- Five 15-second Instagram/Tiktok Reels



# CONSERVATION INTERNATIONAL

## PRICELESS PLANET COALITION CAMPAIGN

### Overview:

Conservation International and Mastercard teamed up for the “Priceless Planet Coalition” with the goal of planting 100 million trees in 18 projects across six continents. Backroads Pictures traveled the world to produce documentary films that highlighted the people behind this mission and the importance of the trees to their communities.

### Deliverables:

- Four 5-10 minute documentaries
- Four 60-second trailers
- Four 30-second trailers
- Four 60-second Instagram/Tiktok Reels
- Four 30-second Instagram/Tiktok Reels
- Four 15-second Instagram/Tiktok Reels



Colombia Documentary



BTS



60s Social Teaser



15s Social Reel



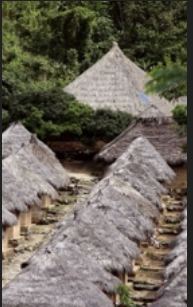
Cambodia Documentary



Portugal Documentary



Oaxaca Documentary



Stills



*\*Click on the images with play buttons to view video*



# AIRBNB

## GLOBAL “EXPERIENCES” CAMPAIGN LAUNCH

### Overview:

Airbnb launched a new product offering called “Experiences” to expand its thriving online marketplace for lodging and vacation rentals. Led by locals, guests participated in an intimate “experience” with a local host. Backroads Pictures was hired to benchmark the visual storytelling style of the videos to showcase the unique experience and drive demand for customer sign up.

### Deliverables:

Our team produced over 50 short films with corresponding cutdowns and social reels in locations including Rome, Granada, Singapore, Mexico, Lisbon, Joshua Tree, and more.



Pre-Hispanic Shaman Renewal Film | Mexico



Pasta with Grandma Film | Rome



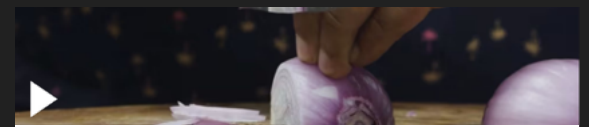
Clandestine Dinner Party  
Madrid Reel



Secret Supper Club  
Lisbon Reel



Camping in the Desert Film | California



Mad Onion Slicer Film | Singapore



*\*Click on the images with play buttons to view video*

# VERRA

## CLIMATE IMPACT CAMPAIGN

### Overview:

Verra is dedicated to setting the world's leading standards for climate action and sustainable development. Backroads Pictures created impact films that showcase Verra's work in certifying efforts to reduce deforestation, and to improve agricultural practices and address plastic waste – all in collaboration with governments, businesses, and civil society to accelerate the transition to a sustainable future.

### Deliverables:

- 1 x Verra brand film for launch at NYC Climate week
- 3 x 2-3min impact campaign films featuring different Verra certified projects
- 3 x :30 cutdowns
- Various campaign and social stills



Kenya | TIST Program



Stills



Verra Brand Film



Senegal | ACC Deekali Plastic Program



*\*Click on the images with play buttons to view video*



# BIDEN FOR PRESIDENT

## 2020 CAMPAIGN

### Overview:

The Biden-Harris 2020 Presidential Campaign commissioned Backroads Pictures to utilize our signature, character-first storytelling approach to identify and produce heartfelt short films about blue collar heroes whose livelihoods were impacted by climate change.

### Deliverables:

Backroads created seven ads (and related social media cutdowns) that made history as the first-ever presidential campaign television spots about climate change.



Arizona Hotshot Firefighter



Florida's Climate Refugees



Arizona Beekeeper



Navajo Solar - Brett Isaac

# SEARCHING FOR AMANI

## ORIGINAL DOCUMENTARY FEATURE

### Overview

Over the course of 5 years we filmed thirteen-year-old aspiring journalist, Simon Ali, as he investigated his father's tragic murder within the boundaries of one of Kenya's largest wildlife conservancies.

### Awards:

- Tribeca's Albert Maysles Award for Best New Documentary Director
- Best Documentary Raindance Film Festival
- Best Documentary Dokumentale
- St. Louis International Film Festival Jury Award - Spotlight on Inspiration
- Kendal Mountain Film Festival - Nature & Environment Award
- Shine Global Resilience Fund Finalist
- Hilal Best Feature Film Award - Doha Film Festival/Ajyal Film Festival
- Climate Film Festival - Best Documentary Feature



Searching for Amani - Original Feature Doc

*\*Click on the images with play buttons to view video*



# HOSPITALITY & TOURISM REEL

## Overview

We've helped some of the top names in the hospitality industry showcase their unique spaces, dynamic destinations, and noteworthy offerings. From website content to social campaigns and commercials, we've done it all. Our specialty is highlighting the heart and soul of a space through the people, culture, and surrounding place.



Backroads Hospitality Reel

LOEWS  
HOTELS

*The Dewberry*  
CHARLESTON

FOUR SEASONS

THE  
LUXURY  
COLLECTION

THE RITZ-CARLTON

JW MARRIOTT

*Fairmont*  
HOTELS & RESORTS

# ART & CULTURE



Mangrove Forests in Kenya | United Nations



Tea Tasting in New York City | Headspace



Spotify x Delta | The Passport Sessions



Bespoke Tailor in Rome | Monocle Magazine

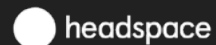


Secrets of the Kelp Forest in California | Rolex



Volcano Sculptor in Sicily | Monocle Magazine

MONOCLE



ROLEX

## FILM & TV



100 Days Wild | Doc-Series | Discovery Channel



Pacific Warriors | Doc-Series | Discovery Channel



Blood on the Wall | Documentary Film | Nat Geo



Torn Apart | Documentary Film | HBO



Who is JOB | Doc-series | Red Bull TV



The Last Arctic Explorer | Documentary Film | Outside TV

*\*Click on the images with play buttons to view video*



# OUR PROCESS

Backroads Pictures storytelling expertise consistently delivers by following our 6-step process:

## 1 Creative Consultation

Collaborative review of brand objectives, goals, formats and story ideas. Creative Brief produced.



## 2 Proposal & Budget

Backroads provides a detailed proposal, budget, and schedule.

## 3 Ideation & Storytelling

Once the project is approved, Backroads drives the ideation and creative storytelling process from research, storyline, characters, visual approach, and shooting style.



## 4 Pre-Production & Production

Backroads team moves quickly from pre-production (planning, staffing, casting, etc.) to onsite production and shooting.

## 5 Post-Production

Backroads team creates story through compelling visuals, editing, and sound design.



## 6 Final Delivery

Backroads collaborates with client teams to test and refine from prototype to the final product.



**Distribution**

BACKROADS  
PICTURES

LET'S TELL  
YOUR STORY.

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