

## // Talk to Your Entire Audience

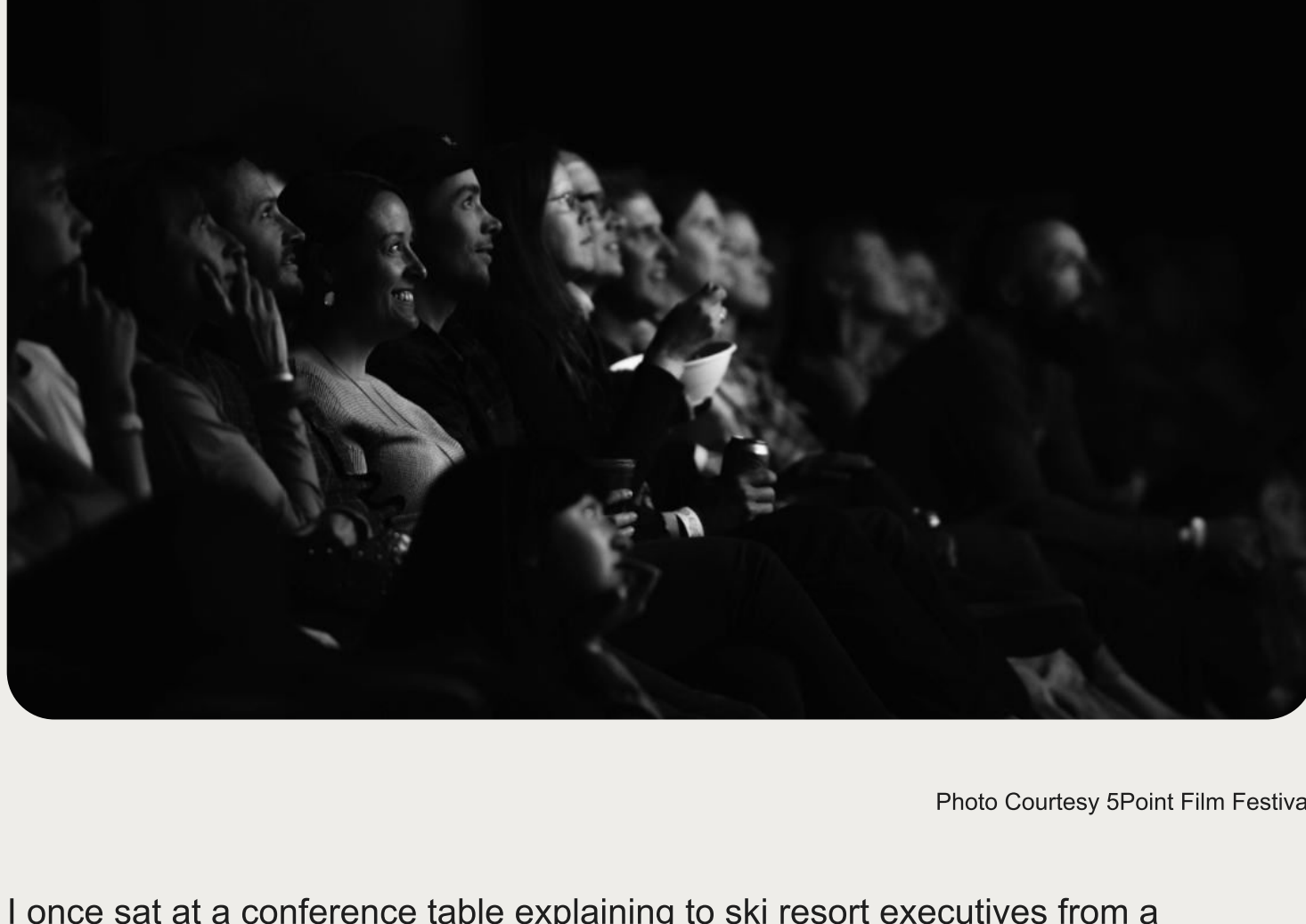


Photo Courtesy 5Point Film Festival

I once sat at a conference table explaining to ski resort executives from a conglomerate the difference between *SKI* magazine, which at the time catered to the luxury crowd, and *Skiing* magazine, which I edited and was targeted at a more passionate user. Time Inc. owned both titles and this conversation came up a lot. I said something to the effect of: “Both audiences have money for ski passes and condos, it’s just that the *Skiing* reader is more inclined to ski through lunch and when they do sit down they might brown bag it.”

The brown bagging bit did not stick the landing. Memory is a poor fact checker so I won’t try to quote anyone, but amongst a raft of ridicule, the sentiment was: We don’t want no stinkin’ brown baggers. The term “core is poor” might have been thrown around. Because the executives came from theme park and airline backgrounds—certainly not ski area operations—the idea that a ski area could appeal to its entire customer base just didn’t register.

That same mistake is repeated across markets. Outdoor apparel is a great example. It’s a dream of apparel CEOs to achieve national relevance not just with their customers who recreate outside, but with everyone. Celebrity is seen as the way to make that connection. If someone famous wears a fleece by The North Face, then the fraternity and sorority brothers and sisters will too—and the mark-up on fleece is way better than it is on Gore-Tex pants.

Celebrity also brings fashion—another path to the general market. My fashion conscious daughter has been buying Salomon trail running shoes for years. And then this past summer *Vogue* said Salomons were the “French girl shoe of the summer” and she loaded up. Last winter she rifled through my ratty old Arc’Teryx outerwear—I used to review their gear—for the same reason. The hip hop crowd loves the bling of Arc’Teryx’s premium pricing and gorpcore styling and suddenly a brand founded by British Columbian alpinists became a fashion statement.

By all means, brands should ride the wave. I would never argue otherwise. It’s a tough business. The problem happens when a company forgets that it is the core appeal that drove the new business and will drive it in the future. Ignoring that will hurt you when the celebrities move on—and they will.

The thing is, smart marketing can appeal to core users and the mass market. I’ve driven Volkswagen GTIs my entire life because in 1984, VW aired an irreverent commercial with German drivers hauling ass, drifting, and jumping Rabbit GTIs. It became the sports car for the people. I burned the tires of mine on mountain roads, even if I never jumped them or raced them. The car and the messaging resonated with me. It was a core product with mass appeal.

All of which is to say, when you stay authentic to who you are, relevance follows. And with the right creative teams, you can speak to the largest audience possible without alienating your base—brown baggers or otherwise.

For more on why authenticity matters, read the next story.

## // Authenticity is Not a Buzzword

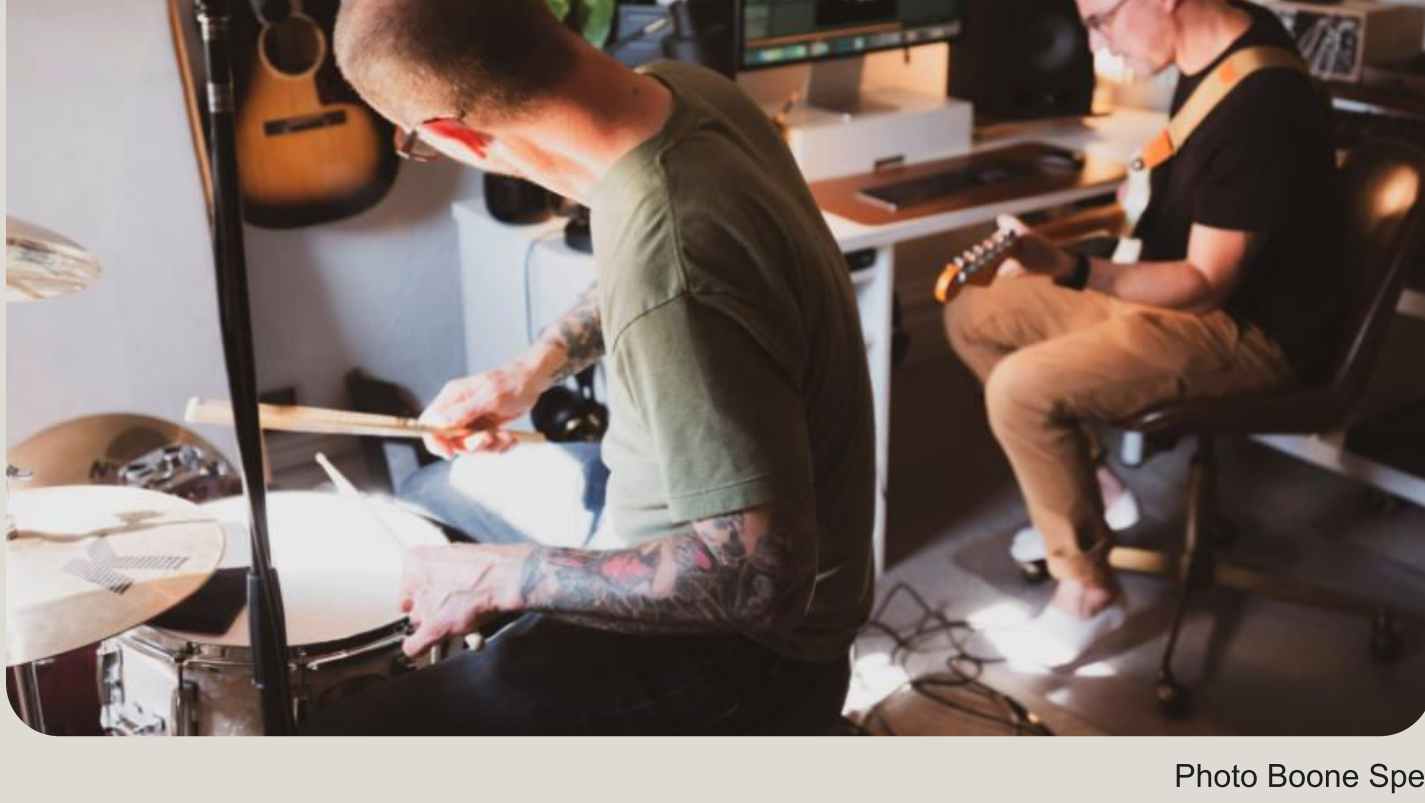


Photo Boone Speed

## NO ART WITHOUT ARTISTS. NO CREATIVITY WITHOUT THE HAND THAT GUIDES.

From the story: “Why bother with the artifice? Just because technology can make a virtual Tahiti doesn’t mean we should waste our time with it. The human brain is capable of knowing both natural splendor and fantasy. That’s why art works. We fill in the gaps with our imagination. The phone book is, or was anyway, a compilation of facts, but it was never a story.” Read more of Marc Peruzzi’s *Only Solutions* column that takes back authenticity [here](#).

## // Meet a Creative

Read More

Like most filmmakers in action sports, [Jon Riley](#) has range, but working as an interview DP, GSS operator, and drone pilot are his calling cards. Look for big projects coming out of his Out in Space Studios.

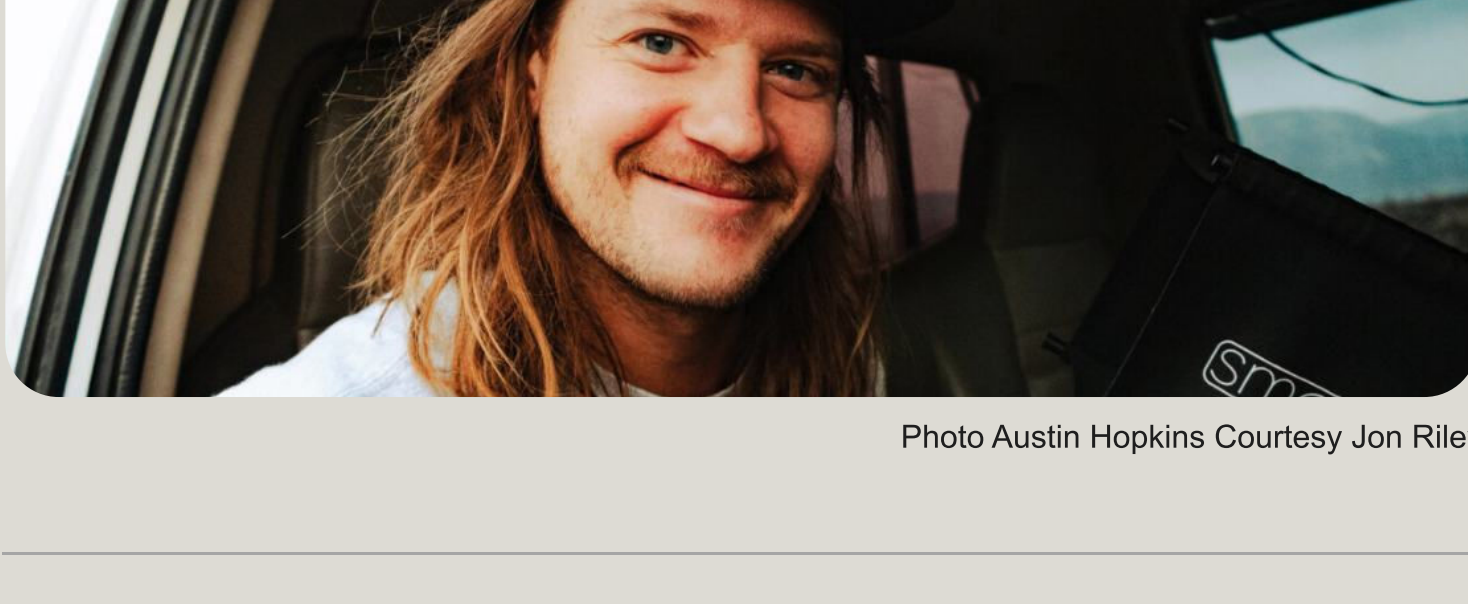


Photo Austin Hopkins Courtesy Jon Riley

## // Meet an Entrepreneur

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Today, [Hilary Hutcheson](#) is a fly-fishing outfitter and guide, owns and runs Lary’s Fly & Supply in Columbia Falls, Montana, and is an award-winning filmmaker, journalist, and contributing editor at *Fly Fisherman* magazine.



Photo Courtesy Hilary Hutcheson

## // New in Hence Journal

All Articles



## Trade Secrets: The Hustle is a Lifelong Endeavor.

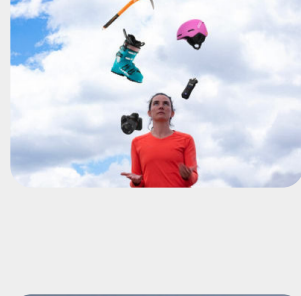
With so much competition out there, you have to get your work seen. “The hustle is getting your name out,” says Gordy Megroz. “But I’ve learned a lot about how businesses work along the way. Had I dismissed that work, I’d have missed out on relationships, and those relationships have led to other work opportunities.” [Read more](#).



## Trade Secrets: Open Yourself Up to Opportunity.

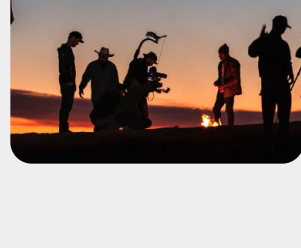
“I didn’t think I would enjoy writing corporate copy,” says Gordy Megroz. “But I’ve learned a lot about how businesses work along the way. Had I dismissed that work, I’d have missed out on relationships, and those relationships have led to other work opportunities.” [Read more](#).

## IN CASE YOU MISSED IT



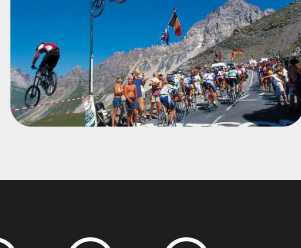
## Outdoor creatives tend to devalue their work. We need that to stop. Here’s how.

Story Gordy Megroz | Photo Illustration Dave Cox



## Curious about Hence? Read “What Hence Can Do For The Creative Industry” to learn more.

Story Marc Peruzzi | Photo Dirk Collins



## Photographer Scott Markewitz on how he captured one of the Tour de France’s maddest shots.

Words and Photo Scott Markewitz