



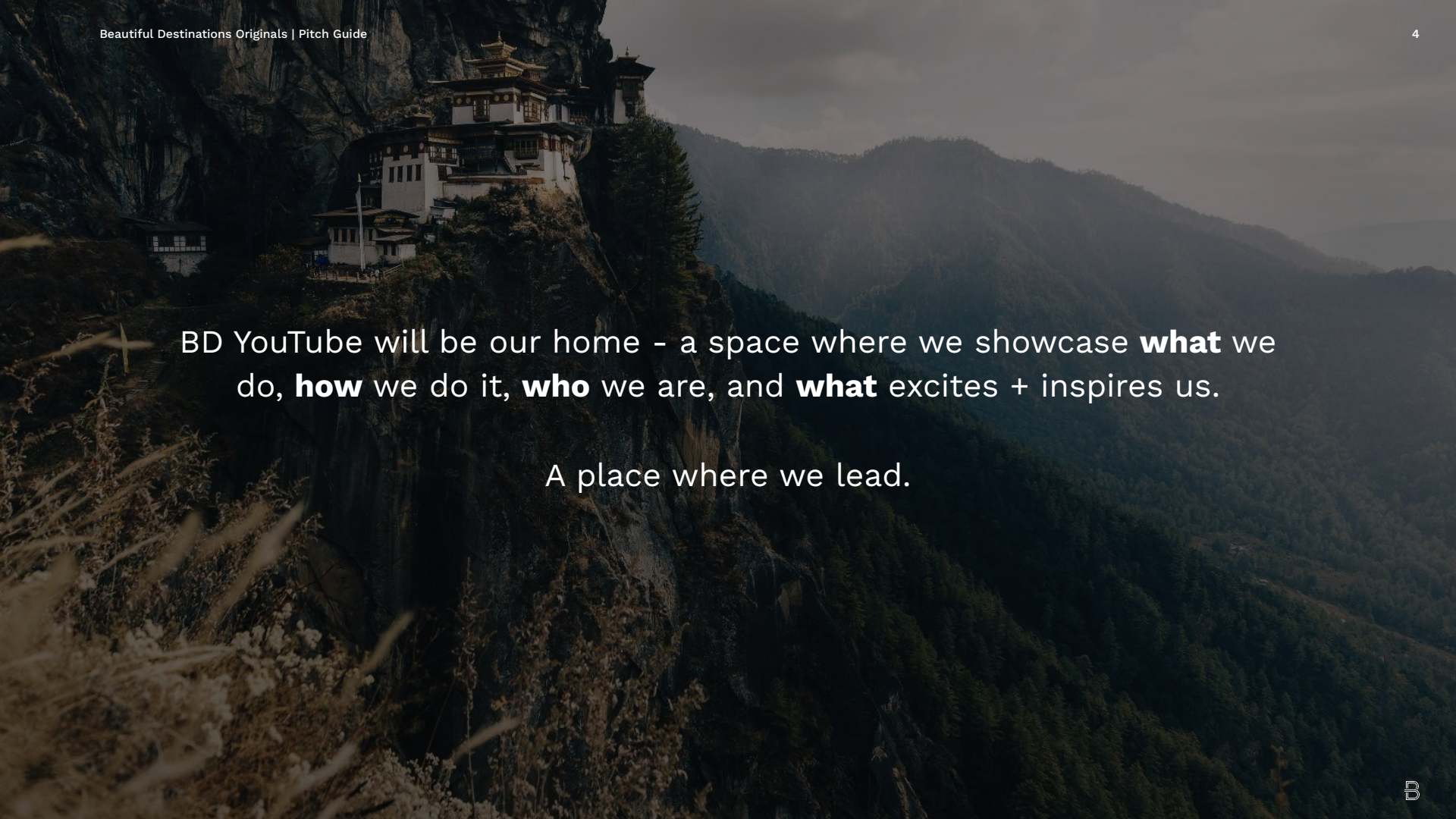
BD Originals 2025

Pitch Guide

Welcome to BD Originals - your creative playground.

We've built the structure, now we're looking for the stories, the journeys, the bold experiments that only the best creators can bring to life. This guide is your invitation to pitch.

Mission Statement



BD YouTube will be our home – a space where we showcase **what** we do, **how** we do it, **who** we are, and **what** excites + inspires us.

A place where we lead.

BD YouTube is where we get to be truly creative again - free from client briefs and expectations.

A return to **trendsetting, not trend-following.**

To *The Coolest Job in The World.*

To content that inspires new audiences, attracts top-tier talent, and turns heads in the industry.

Clients want more than KPIs.

They want to work with agencies that lead.

This is how we show them we do.

This isn't about promoting travel.

It's about **exploration**.

What you can do. What you can feel.

What you can discover.

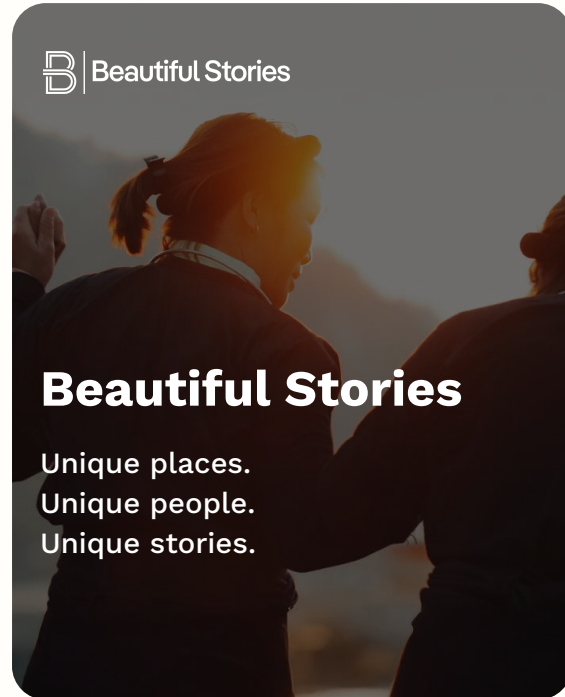
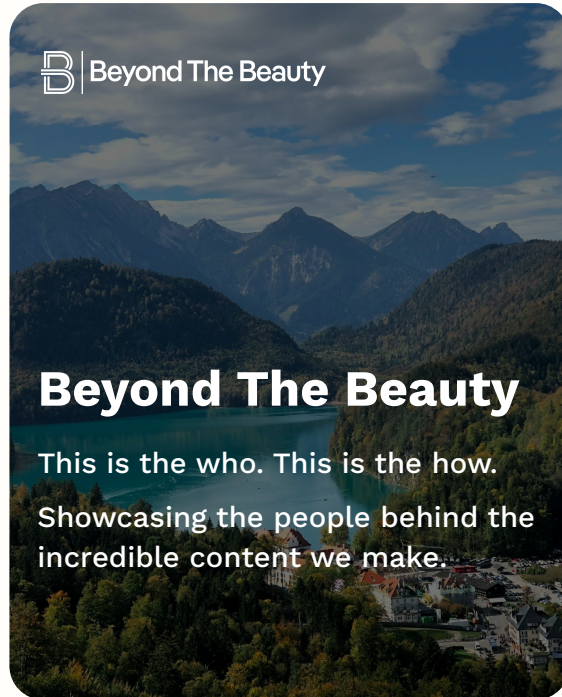
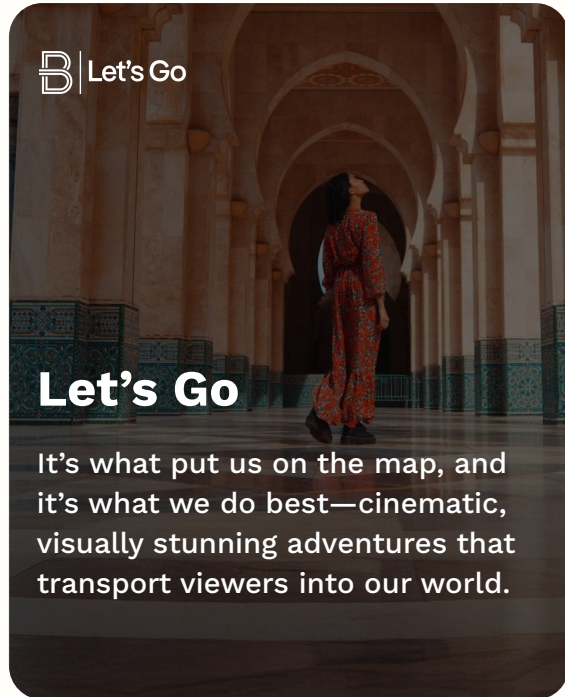


This is where BD gets to be BD at its purest:
Raw, real, risky - and very cool.

*It's also...
Our showreel in motion—a space where creativity meets brand-building.*

Three New Series

We are commissioning across three flagship series:

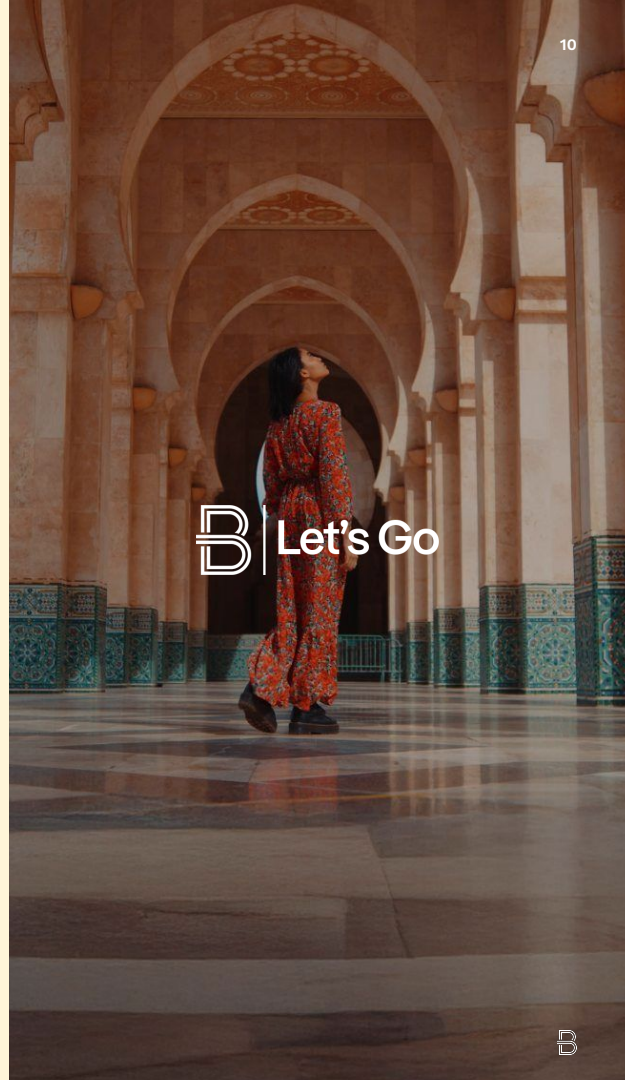


Let's Go

**Come with us on our adventures
exploring the world**

Let's Go is BD's heartbeat. It's what put us on the map, and it's what we do best—cinematic, visually stunning adventures that transport viewers into experiencing the world through our lens.

We want cinematic storytelling with dynamic editing/transitions but - new for 2025 - ultimately focused on the personal experience: *we are exploring the world and we want to take you on this adventure with us.*



B | Let's Go

Let's Go

The Heart of BD



A classic BD production, featuring the creator experiencing where they are.



Fast paced, cinematic, dynamic transitions with a human focus

Let's Go

The Heart of BD



Beautiful locations,
very aerial focused whilst
maintaining a human
interest element

Beyond The Beauty

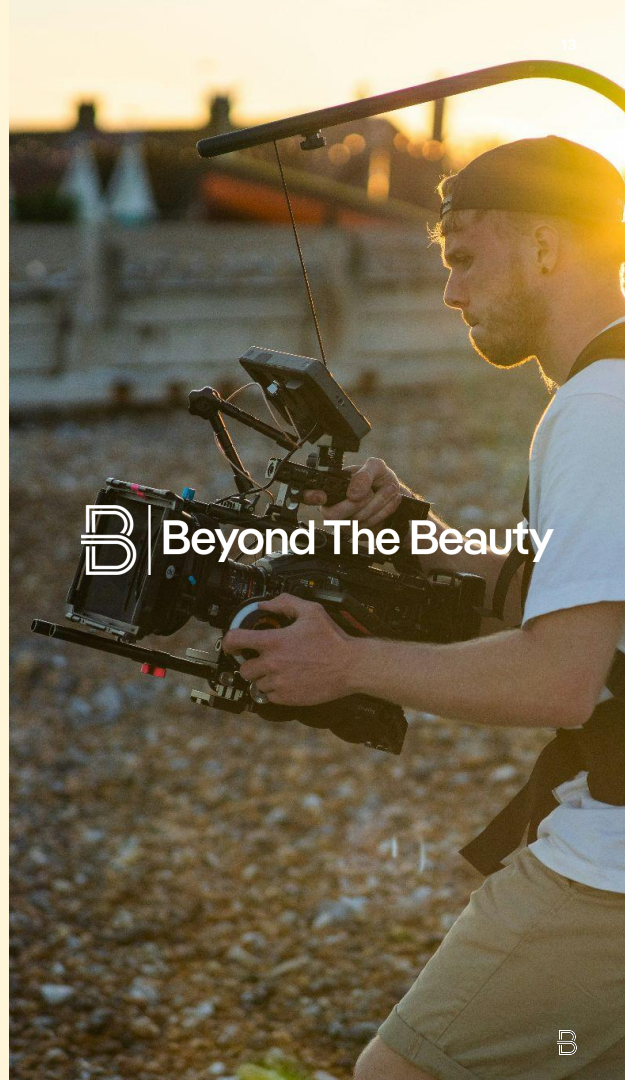
How do we make our content and who are we?

This is the who. This is the how.

BD isn't just about the final product—it's about the people who make it happen. "Beyond the Beauty" reveals what it's like to be part of BD, the challenges we face, and how we create what other agencies take months and millions to achieve.

Things go wrong. We adapt, overcome, and turn obstacles into opportunities.

This is where we peel back the curtain of what happens at BD.



B | Beyond The Beauty

Beyond The Beauty

BD, Unfiltered



A client-focused BTB -
but still demonstrating the
process of shooting whilst
being human, showcasing the
people who make this happen.

Beautiful Stories

Mini films - unique places, unique stories, told in a unique way

This is where we flex our creative muscles.

More than just travel content—this is where we **dive deep**.

We don't just visit places; we uncover the heartbeat of a destination.

From untold histories to cultural nuances, from local voices to breathtaking landscapes—this is where BD flexes its **storytelling muscles**.

With full creative freedom, our directors, producers, and creators craft cinematic, mid-form episodic content that stands out—not just in travel media, but in storytelling as a whole. Each piece needs to have a **voice**.

This is where BD goes beyond the surface—where we take audiences on journeys that inspire, educate, and redefine what it means to explore. It's not just travelling for the sake of it, it's sensitive ethnographic exploration where we local stories and storytellers, platforming less-heard voices and instead of simply showing what happens, uncover the **why**.

Human stories, cultural moments, history, nature, landscapes.

A woman with her hair in a ponytail, wearing a dark jacket, is seen from the side, looking out over a sunset landscape. The scene is bathed in warm, golden light from the setting sun, creating a silhouette effect on her and highlighting the textures of her clothing and the distant horizon.

B | Beautiful Stories

Beautiful Stories

BD's Creative Edge



This embodies the free-wheeling cinematic focus of Beautiful Stories. These are mini movies with creators having the license to be as creative as possible in the edit and let their individual voices shine through.

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Key differentiators – at a glance:

B | Let's Go

- No need for story or VO
- Highly visual
- Edit leans on music track/sound design
- Dynamic transitions
- Fast-paced
- Needs some human features

B | Beyond The Beauty

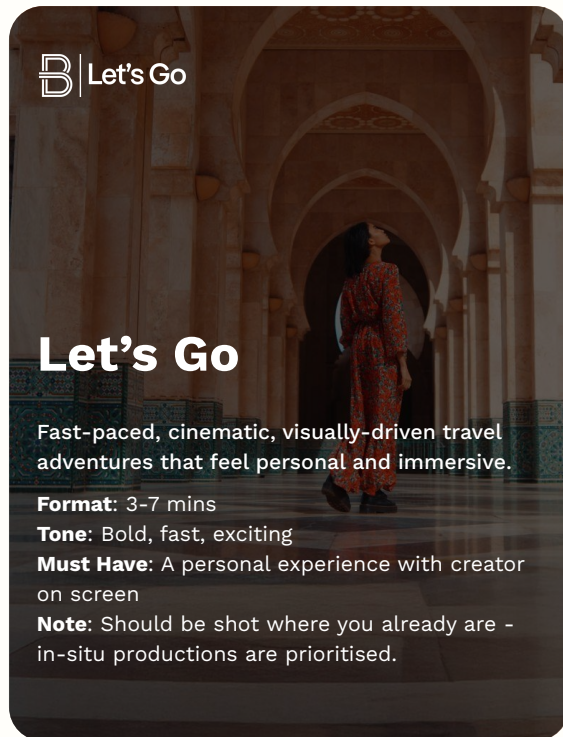
- Handheld/unpolished
- Real
- Very human
- Talking to camera/VO
- Shows the process of a shoot
- Needs a journey/experience
- Fun, exciting, adventurous

B | Beautiful Stories

- Must have a story and a focal point
- Highly creative with its own voice
- Cultural/human interest
- Well researched
- Storyboarded/scripted
- Consideration of social impact
- Creatively independent but well defined

How to Pitch Your Idea

Choose one of the three series:



B | Let's Go

Let's Go

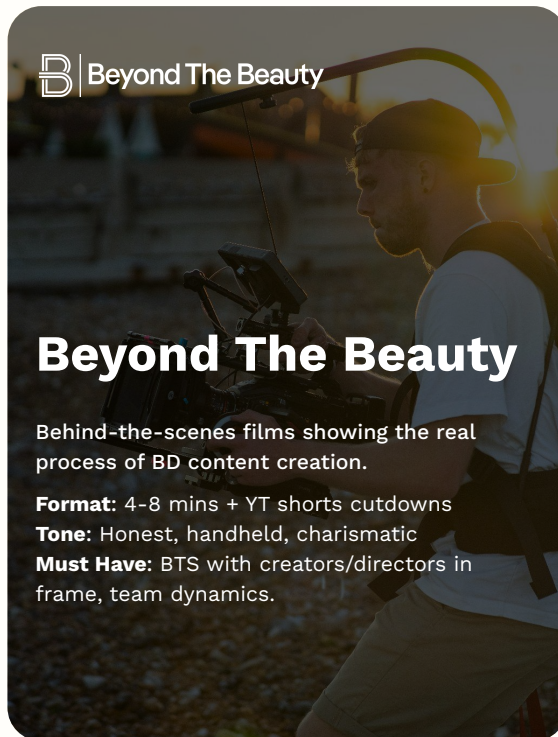
Fast-paced, cinematic, visually-driven travel adventures that feel personal and immersive.

Format: 3-7 mins

Tone: Bold, fast, exciting

Must Have: A personal experience with creator on screen

Note: Should be shot where you already are - in-situ productions are prioritised.



B | Beyond The Beauty

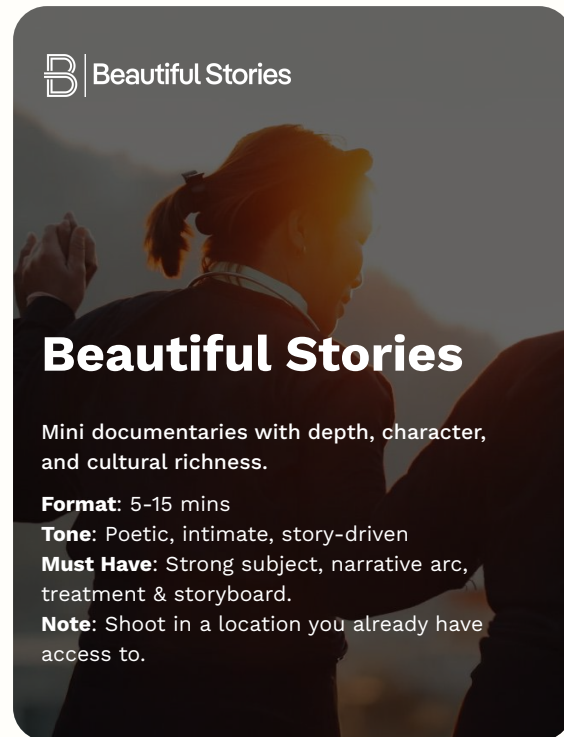
Beyond The Beauty

Behind-the-scenes films showing the real process of BD content creation.

Format: 4-8 mins + YT shorts cutdowns

Tone: Honest, handheld, charismatic

Must Have: BTS with creators/directors in frame, team dynamics.



B | Beautiful Stories

Beautiful Stories

Mini documentaries with depth, character, and cultural richness.

Format: 5-15 mins

Tone: Poetic, intimate, story-driven

Must Have: Strong subject, narrative arc, treatment & storyboard.

Note: Shoot in a location you already have access to.

Create a pitch deck covering the following:

Series

Which strand is this for?

Title

Working title of your film

Concept Summary

A compelling, top-line summary of your idea

Location & People

Where is this set? Who are you featuring?

Creative Approach

How will it look and feel? Cinematic references encouraged

Tone & Story

What's the journey, conflict, or insight?

Why You

Why are you the right person to tell this story?

Format & Length

Approx. duration + ideas for YouTube shorts cutdowns

Support needed from BD

Be specific - do you need a producer, sound recordist, post support, or help with logistics, travel, or accommodation?

Estimated Budget + Production Plan

A ballpark figure of what you need to make this happen

Details: Support + Budget

It will help to be specific here. Do you need a producer? Any other specialised team members (sound recordist/designer, director, writer etc.), travel, accommodation, location securing etc.

Please give us an estimate and breakdown for your budget. Rough guidelines:

LET'S GO: **5K USD**

BEYOND THE BEAUTY: **5K USD**

BEAUTIFUL STORIES: **10K USD**

We will prioritise creators already on location (be it on a BD shoot or just personal travel)

BD can potentially support accommodation costs by offering distribution on our channels - please be willing to discuss this.

What makes a standout BD Original?

Story-first

We're not commissioning vibes - we're commissioning narratives. Every great film starts with a strong idea.

Human Led

We want to see you or your subject on screen. Voices, your presence, your experience. Even in Let's Go, humanity and personality is now more key than ever.

Boundary-pushing

Show us something fresh. Whether it's concept, style, or subject, we value originality and risk.

Socially conscious

Be mindful. We're interested in stories that represent diverse perspectives and engage meaningfully with culture and context. Sustainability + environmental consideration will be looked favourably upon.

Beautifully executed in line with BD's aesthetic

High production value matters—even if it's lo-fi or handheld. Good sound, composition, and edit discipline go a long way.

Submissions

Visit beautifuldestinations.com/creators to apply.

If you are submitting for **Beautiful Stories**, please also attached a completed [template](#).

Our Creative Leadership Committee reviews on a rolling basis, with feedback in 1-2 weeks.

If your idea aligns with an upcoming BD shoot, we may invite you to piggyback off a client production.

Let us bring your passion projects to life.

This isn't about KPIs. This is about making the kind of travel content that sets the benchmark.

We're giving you the canvas - now show us what you've got.