

AN EDITORIAL INVITATION

Four days in the reserve. A year of content. *Two national titles.*

One integrated content and publicity package for Africa's finest game reserves and safari camps. Four days on your property produce a complete photography and film library you own outright, and an editorial feature in both national titles, confirmed in writing before the cameras arrive.

PRODUCED & CREATIVELY DIRECTED
BY

Jade Mossop

FILM, PHOTOGRAPHY & AERIAL BY
Felix Studios

EDITORIAL PLACEMENT, IN
PARTNERSHIP WITH

Condé Nast House & Garden and
Private Edition

JADE MOSSOP

JADEMOSSOP.COM

The offer, *in short*.

Four full production days on your reserve. 400 edited images and nine films you own outright and can run in every channel you sell in. Three models cast to your guest profile, so the property is shot the way a guest lives it. And **an editorial feature in both national titles**, each running its own exclusive set of imagery.

4 days	400	9	2
PRODUCTION DAYS, ON LOCATION	EDITED IMAGES, OWNED OUTRIGHT	FILMS: ONE HERO, EIGHT SOCIAL REELS	NATIONAL FEATURES, BOTH TITLES INCLUDED

I The production Four days, first light to after dark, stills and motion together, ground and aerial. A full crew, three cast models styled to your property, and the complete edit, grade and retouch.	II The library Every finished asset is yours: perpetual, worldwide, across all channels, with no re-licensing fee ever. Delivered tagged and searchable, built to feed a year of marketing.	III The features Editorial features in Condé Nast House & Garden and Private Edition, each with the title's own digital and social alongside. Both confirmed in writing before production begins.
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Who you are working with.

Three parties, one package. Jade leads the strategy, the production and the editorial relationship. Felix Studios directs, shoots and flies. The titles carry the features.



Jade Mossop

PRODUCER & CREATIVE DIRECTOR | CAPE TOWN

Twenty years across brand, content, publicity and commerce, including creative direction for Glenmorangie, Marriott and Belvedere, and twelve years running an agency in five-star hospitality.

Most production companies hand you files. I run the channels those files have to perform in: PR, CRM, paid and conversion. So the shot list is built backwards from where each asset will sell, and the bank arrives tagged to the placement it was shot for.

20 yrs

BRAND, CONTENT,
PUBLICITY AND
COMMERCE

12.5 yrs

AGENCY
FOUNDER,
FIVE-STAR
HOSPITALITY

29k → 50k

CRM DATABASE
GROWN,
ONE BRAND

+30%

REVENUE ON 65%
LOWER MEDIA
SPEND

SELECTED CLIENTS — INVERDOORN PRIVATE GAME RESERVE · LION ROARS HOTELS & LODGES · MARRIOTT INTERNATIONAL & AUTOGRAPH COLLECTION · CAPE ROYALE LUXURY HOTEL & SPA · QUOIN ROCK WINE ESTATE · CONSTANTIA GLEN · LA PETITE FERME · HAUTE CABIÈRE · BENGUELA COVE COLLECTION · NITIDA WINE FARM · WEBERSBURG



Felix Studios

DIRECTION · FILM · PHOTOGRAPHY · AERIAL

A Cape Town production studio whose crews shoot for leading brands worldwide, with a specialisation in luxury travel and safari. On this package, Felix directs, shoots and flies the production: one hero film, eight reels and the full stills library, ground and aerial, first light to after dark. Their client list spans the leading reserves in Southern and East Africa, and the photography on this page is theirs, shot on assignment in Botswana, Namibia, Rwanda and Kenya.

SELECTED CLIENTS — WILDERNESS · SINGITA · MALAMALA GAME RESERVE · SILVAN SAFARI · JABULANI · LALIBELA WILDLIFE RESERVE · MANTIS HIDDEN IN ADDO · ONE&ONLY · WALDORF ASTORIA · ELLERMAN HOUSE

The editorial partners

CONDÉ NAST HOUSE & GARDEN · PRIVATE EDITION

The feature runs through a standing partnership with both titles. Jade manages placement and editorial liaison throughout; each editor holds sign-off on every property, which is what keeps the features editorial. Your placement is confirmed in writing before production begins.



03

The features. *Why they are guaranteed, and why they are still editorial.*

Condé Nast House & Garden and Private Edition are two of South Africa's leading titles for accommodation and travel, reaching a high-net-worth readership at home and international travellers through five-star hotel, airport lounge, airline suite and first and business class distribution across Africa. You are not asked to choose between them. The production feeds both, and the space is committed before the cameras come out.

HOW THE GUARANTEE WORKS

The package runs on a standing partnership with both titles. The commercial side of that partnership sits in the digital and social components. The print features themselves run as editorial, commissioned and carried on each title's own terms, and each editor holds sign-off on every property that appears.

That sign-off is the point: it is what keeps the features editorial rather than paid space. Both editors approve your property in writing before your production dates are locked, so by the time the cameras arrive, both placements are already committed. If an issue is already full, you move to the next one in that title's calendar. The features happen either way. No sign-off, no production, no fee.

Both national titles. Included, at one fee. Each title receives an entirely exclusive set of imagery from the production. No frame runs in both.

NATIONAL TITLE · MONTHLY

Condé Nast House & Garden

- A three-page brand feature, running as editorial.
- A native article on the title's own channels in the same month.
- Supporting social posts from the magazine.

Reaches the design-led audience: architecture, interiors and the aesthetic of the stay.

NATIONAL TITLE · FIVE ISSUES A YEAR

Private Edition

- A two-page editorial spread.
- A social campaign across the title's channels.

Reaches the luxury traveller: 10,000 copies hand-delivered to high-net-worth readers, five-star hotels, international airport lounges, airline suites and first and business class cabins.

One reserve per region, *per issue*.

Neither title will run two neighbouring reserves side by side. Each issue carries a single slot for any one region, and that exclusivity now holds across both titles at once. We are placing features for the issues that land ahead of season, when the booking window opens, and slots go in order of signature.



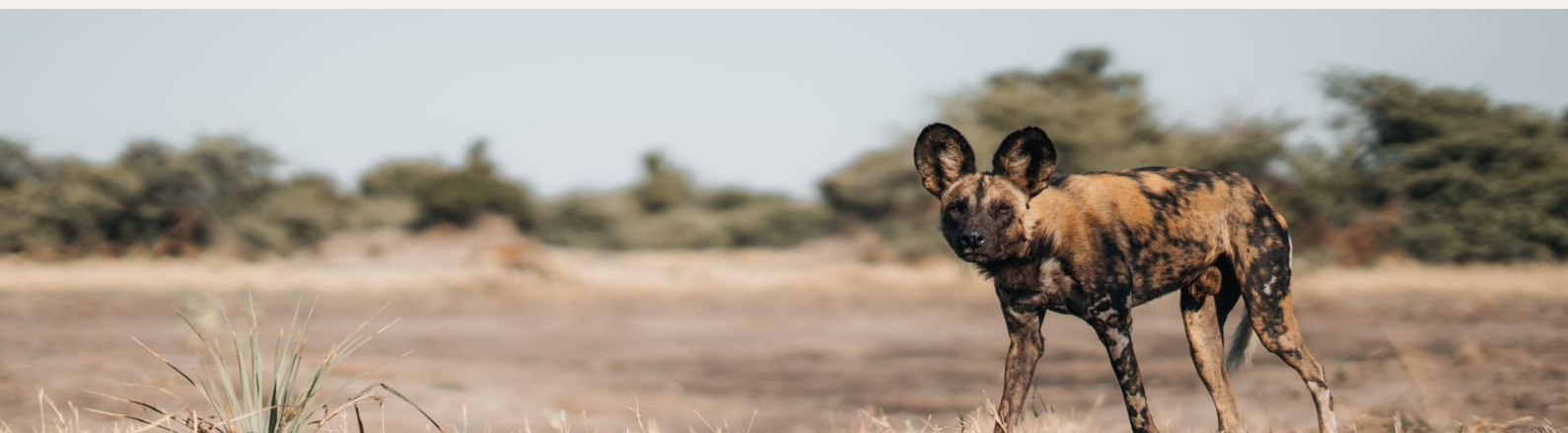
BISATE LODGE, RWANDA



BISATE LODGE, RWANDA



BISATE LODGE, RWANDA



What four days create. *Everything, not a choice.*

Up to ten hours of active production on each day, within a first-light to after-dark window, shot around the light rather than the diary. You are not asked to choose between stills and motion. You get both, in full.

01	One hero property film	4K, ground and aerial	THE CENTREPIECE
02	Eight social reels	30 seconds each	REELS, TIKTOK, STORIES
03	400 edited images	Retouched and tagged	THE LIBRARY
04	The footage bank	Every frame shot	YOURS TO RETURN TO

The shot list covers your entire guest proposition, not a favourite corner of it.

THE PROPERTY Suites, architecture, interiors, pools, spa and dining. The lodge as a guest finds it: rooms turned, tables laid, doors open.	THE EXPERIENCE Game drives, sundowners, bush dining, arrivals and fireside. The frames that sell the second night.
THE DESTINATION Landscape, wildlife and aerial. The suite in its own light, and the long hour before sunset.	THE GUEST Three models cast to your guest profile, living the property rather than posing in it. Couples, dining, wellness, adventure.

A single day gives you one pass at the property. Four days give you every light twice over, on both sides of the weather, and a lost morning costs you nothing.



MOMBO CAMP, BOTSWANA



THE MARA, KENYA

Built to be deployed, *not archived*.

We do not shoot a beautiful generic library and work out where to use it afterwards. The shot list is designed around the channels the reserve actually sells in, and the bank feeds all of them for a year.

AWARENESS

The feature itself, press-ready files for titles beyond it, and cuts framed for Reels, TikTok and Stories, vertical or horizontal per piece.

CONVERSION

Pre-arrival, re-booking and win-back sequences in CRM, and static and motion creative for Meta and Google with enough variants to test properly rather than run one asset to fatigue.

CONSIDERATION

Homepage, lodge and suite pages, and the booking flow itself. Agent packs, safari consortia and OTA listings running current imagery rather than a library that has quietly aged out.

THE INDUSTRY STANDARD

Limited usage windows.

Restricted channels and territories.

Re-licensing fees for talent and photography.

A folder dump, sorted by whoever opens it first.

THIS PACKAGE

Finished content owned by the reserve for perpetual, worldwide use, across every channel.

No re-licensing fee, ever.

Talent usage licensed for three years, all media, worldwide, with extension available.

An organised, tagged, searchable library, with the full footage bank included.



CHITABE CAMP, BOTSWANA



MOMBO CAMP, BOTSWANA



BISATE LODGE, RWANDA

YOUR INVESTMENT

R595,000

PRODUCTION & PUBLICITY FEE

Four full production days, ground and aerial. 400 edited images, one hero film and eight social reels, the library owned outright. Three models, cast and contracted for three years. And an editorial feature in both national titles.

WHAT THE FEE COVERS

Edited images, retouched and tagged	400
Hero property film, 4K, ground and aerial	1
Social reels, thirty seconds each	8
The footage bank, every frame shot	ALL

National editorial features, both titles	2
Native article on the title's own channels	1
Social campaigns from the magazines	BOTH
Finished content, perpetual and worldwide	YOURS

WHAT THE RESERVE PROVIDES

Accommodation and meals for the crew of seven; guide accommodation is fine, only what appears in frame needs the suite.

Flights and travel to the property. Where the camp is reached by light aircraft, a baggage allowance for production kit or a seat bought for it.

A guide and an open vehicle for the drive windows each day.

A dedicated press release for each title, so the two features never read alike.

A short list of frames held from your channels until the features are on the shelf.

For a reserve, most of this is marginal cost: guide rooms, the kitchen, and a vehicle you already run.

NOT INCLUDED

Long-lens wildlife rigs beyond the standard kit. Props and florals. Food styling above what the kitchen already plates. Extension of talent usage beyond the three-year term.

ON THE WILDLIFE

We do not promise particular animals. The shot list is built so the library is complete whether or not the leopard appears, and whatever the reserve gives us on the day is upside.

05

How it runs.

No production begins until your editorial placement is confirmed in writing. Ten weeks from signature to a delivered, ready-to-run library. A title closes its book well before the issue reaches the shelf, so the practical decision date sits earlier than it looks.

WEEKS 0-1 · CONFIRM THE PLACEMENT Signature. Title selected, editor sign-off and placement secured in writing, production dates locked.	WEEKS 1-3 · CREATE THE PLAN Creative direction and shot list agreed with your team. Talent presented for approval. Reserve briefing, recce, travel and logistics.
WEEKS 4-5 · PRODUCE THE FOUR DAYS First light to after dark, stills and motion, ground and aerial, with a travel day either side.	WEEKS 6-10 · DELIVER THE LIBRARY Edit, grade and retouch. The full tagged library delivered, and each feature runs on its title's schedule.



DESERT RHINO CAMP,
NAMIBIA



TUBU TREE CAMP,
BOTSWANA



CHITABE CAMP,
BOTSWANA



MAGASHI, RWANDA



Four days in the reserve. A year of content. Two national titles.

The next step is a thirty-minute call: creative direction, which issues we are timing to, and whether your region's slot is still open. Print lead times drive everything, so the decision sits well ahead of the shoot.

[BOOK THE THIRTY-MINUTE CALL](#)

[DOWNLOAD THE PROPOSAL](#)

PRODUCED BY JADE MOSSOP · DIRECTED, FLOWN AND SHOT BY FELIX STUDIOS

JADE@JADEMOSSOP.COM · JADEMOSSOP.COM