



Liked by shawnjgrant and 35,138 others

hurley 🙏

HURLEY

I spent a good amount of time at Hurley trying to convince the powers that be that surfing was fun and that we should be having fun while talking about it. I finally got my way and was able to take the focus away from the purely innovative/"Just Do It" mentality that we had adopted from Nike, and post some photos that played up — what I perceived to be — our biggest strength. Our strength being that we're just a bunch of moderately attractive people hanging out at the beach for a living. Like, it's not that hard. They're just boardshorts. Let's not take it too seriously.

The next slide showcases a few posts that capture this shift in tone, in both captions and imagery.



hurley
Liked by shawnjgrant and 30,658 others
hurley Take the stairs.
View all 130 comments
September 26, 2014

Cheeky caption.



hurley
Liked by shawnjgrant and 23,796 others
hurley How much do you love summer?
@Miguelpuposurf embraces the season in Phantom Block Party boardshorts | photo: @jimmicane
View all 241 comments
June 29, 2014

Keeping it fun while bringing it back to product.



hurley
Liked by shawnjgrant and 15,458 others
hurley If these walls could talk. #HurleyHQ
View all 23 comments

Nothing transactional here, just straight up brand building.



hurley
Liked by shawnjgrant and 21,328 others
hurley Stocking stuffer.
View all 31 comments
December 25, 2016

How Hurley did holidays.

HURLEY PRO 2014

My favorite thing I worked on at Hurley was hands down the Hurley Pro event. Our marquee event of the year, it was also held in San Clemente, CA, where a good chunk of our athletes were from. This meant a lot of storylines were emerging — and photo ops were beckoning. Prior to the event, I looked like the meme from It's Always Sunny in Philadelphia with the red yarn; I was plotting out all the scenarios that could take place in the contest and what stories we could tell out of those. Throughout the week, I produced the shots that I could control (stories of hometown heroes, product and San Clemente itself), and filled in the rest with real time event imagery and results.

At the end of each day, the event officials would sound an air horn to signal that the competition was over for the day. Like clockwork, all the kids who had been waiting in the channel would swarm the peak. So leading up to finals day, I worked with a photographer to get a photo near sunset of all the kids taking over the lineup. I had the image ready to go, so as soon as the event was actually over, we posted it with the caption, "Your turn." Not to be dramatic but I think it's my favorite thing I've ever done.

See next slide for this, and a few other moments from the event.



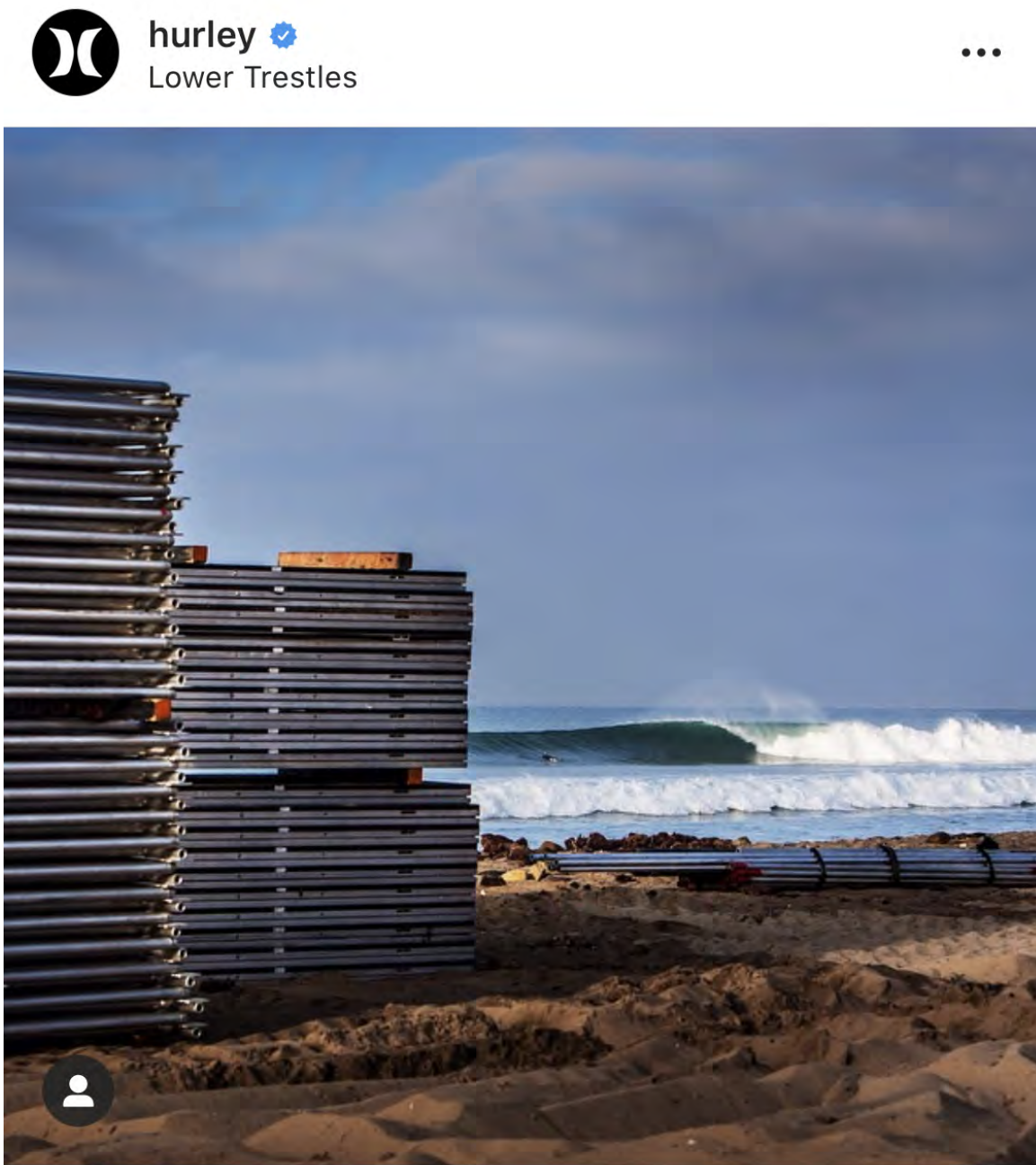
hurley
Lower Trestles



Liked by shawnjgrant and 27,342 others

hurley Storm before the storm.

#HurleyPro



hurley Lower Trestles
Liked by shawnjgrant and 26,467 others
hurley Setting the stage for the world's best.
#HurleyPro
View all 150 comments
September 6, 2014

Setting the scene.



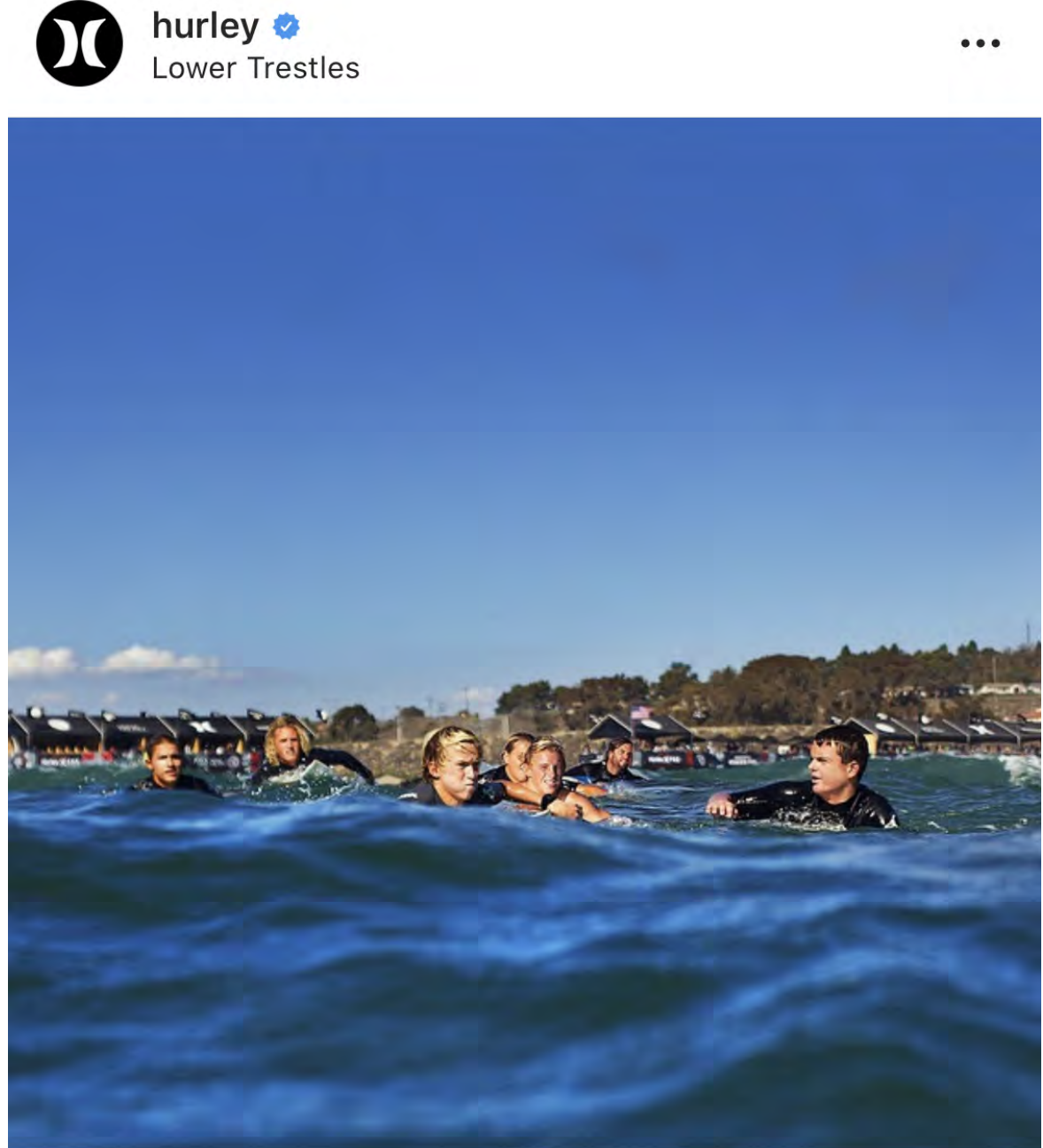
hurley
Liked by shawnjgrant and 24,618 others
hurley War paint isn't always on your face.
#HurleyPro
View all 58 comments
September 5, 2014

Building hype with a key athlete.



hurley
Liked by shawnjgrant and 20,008 others
hurley Performance is in the details.
Phantom Wetsuits are the latest design to come out of the Hurley Innovation Kitchen. Using Thermo Light technology, body heat is radiated back onto the body, meaning you can wear a thinner wetsuit in colder water.
View all 95 comments
September 15, 2014

Bringing product to life.



hurley Lower Trestles
Liked by shawnjgrant and 24,869 others
hurley Your turn.
#HurleyPro
View all 86 comments
September 18, 2014

Emotive, timely storytelling.



ausopenofsurf Manly Beach



Liked by tonywodarck and 844 others

ausopenofsurf The stage is set for the Final Day of the #ausopenofsurf.

Follow the link in our bio and watch live as we make our way to crowning this year's Men's and Women's Champions | photo: @owenphoto

AUS OPEN OF SURFING 2015

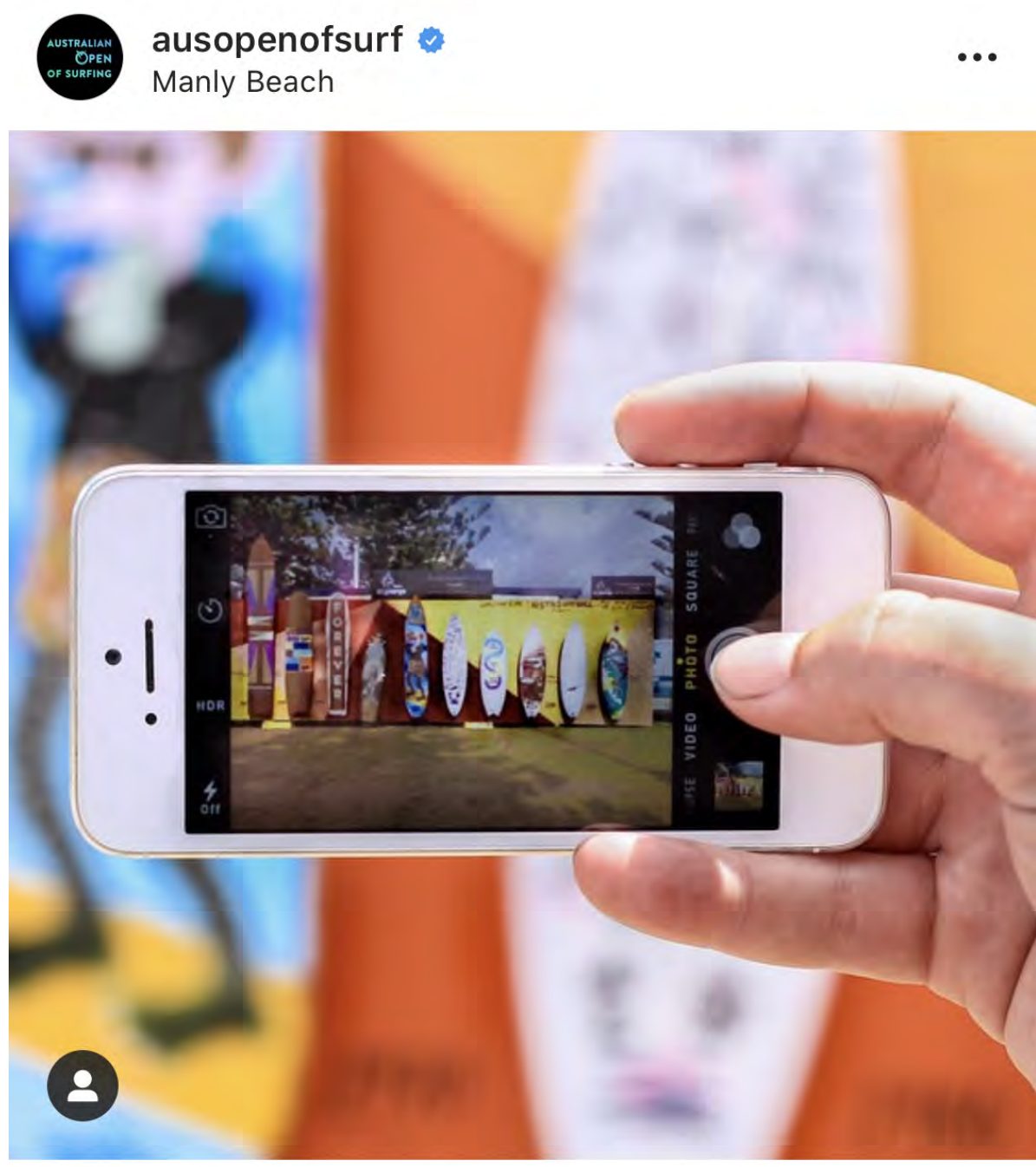
In 2015, I was lucky enough to go to Australia and lead all communications during the Australian Open of Surfing. Hurley was the title sponsor, but the event was being put on by IMG, so I was sent as the Hurley representative — the person in charge of making sure all content coming out of the event looked, sounded, and felt like Hurley.

I lead a team of interns to create daily recaps for the site, photo galleries and engaging Instagram content. And within ten days, @ausopenofsurf was up to 10K from the 5K that it was at before I logged in.

I did this by first and foremost elevating the visuals on the feed and then using storytelling tactics to make the event come to life, even for people who weren't there on the beach with us. Where in previous years, the Instagram merely provided event information, I used it as a vehicle to evoke emotion through exciting athlete storylines, romanticizing and celebrating Manly Beach itself, and building excitement around the event as a whole; effectively making people feel invested in the event.

Also of note, we had many contractual obligations to other event sponsors — and were on the line to post about them and their onsite activations. I take pride in how I brought these to life; producing photos that fulfilled our obligation, but that didn't sacrifice the look and feel of the feed.

See the next slide for a few standout moments from my time in Manly.

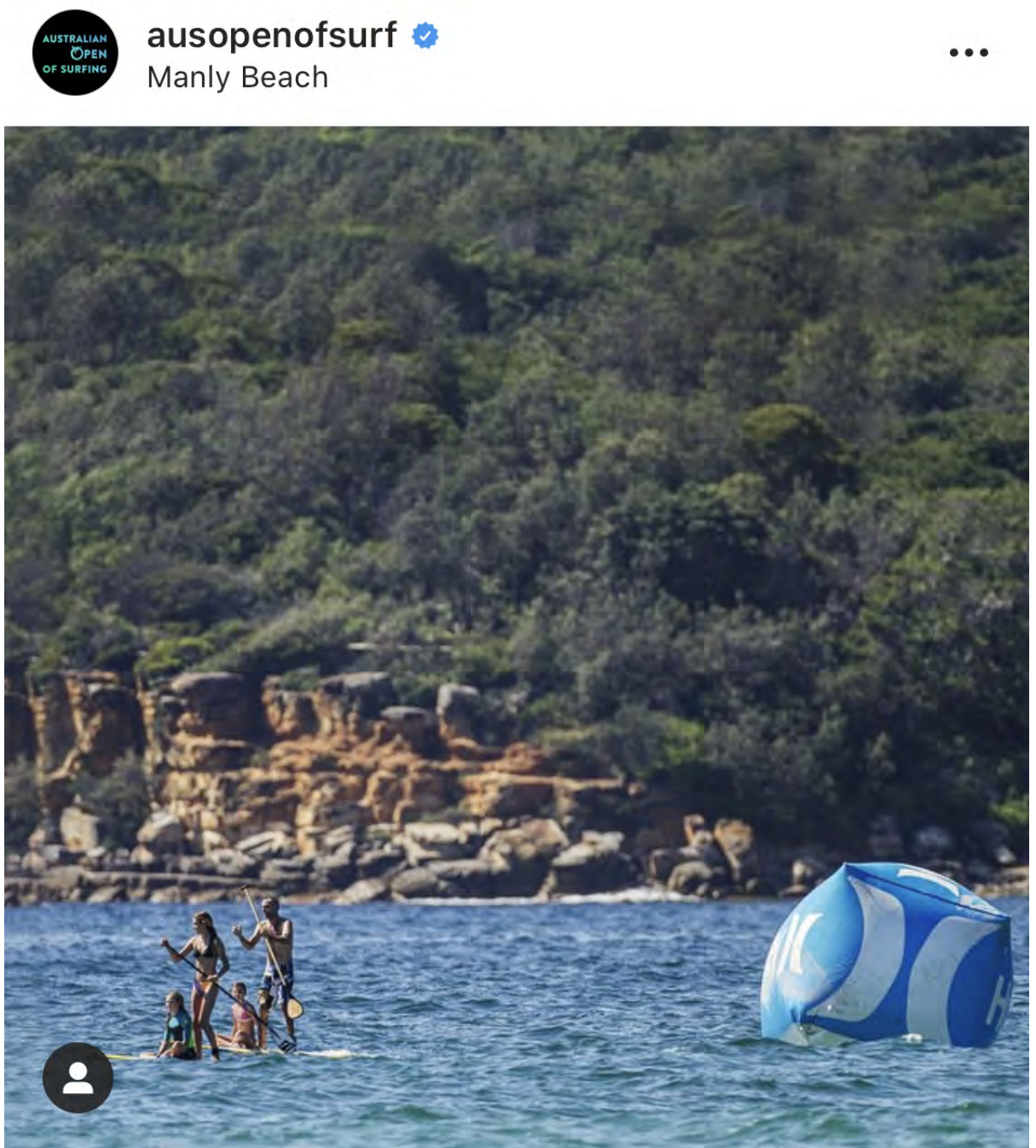


Like Comment Share Bookmark

Liked by [tonywodarck](#) and 838 others
ausopenofsurf Celebrate the sport.

The St. George Surfwall honors 100 years of surfing in Australia with each board representing a specific decade. Want to take one home? Snap a pic of the wall, tag it #stgsurfwall and you'll be in the running | photo: [@tuesday_photography](#)

Sponsored content without the cringe.

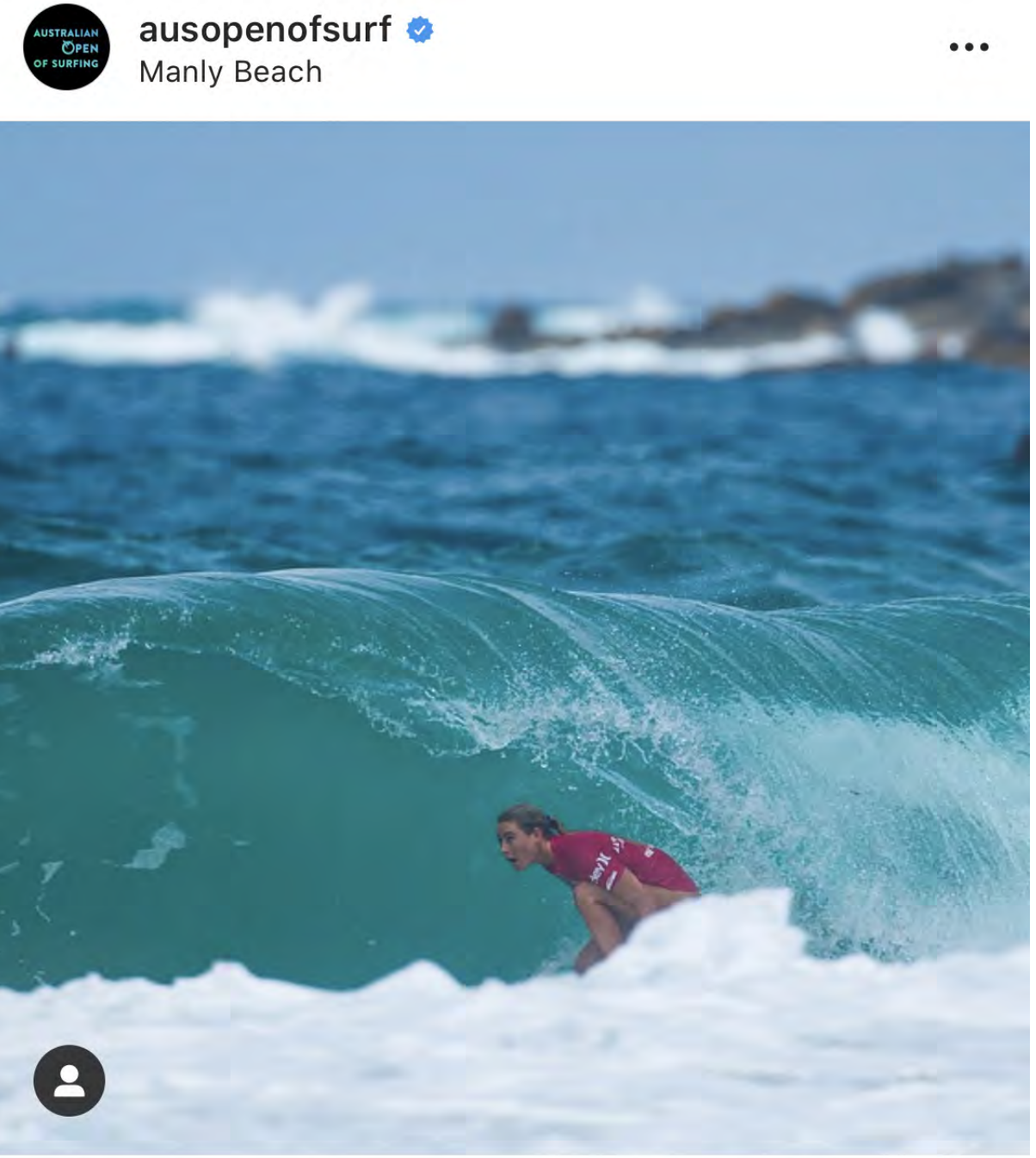


Like Comment Share Bookmark

Liked by [spookyandsierra4ever](#) and 516 others
ausopenofsurf Best seats in the house.

Where will you watch the #ausopenofsurf today? No worries if you can't make it to the beach: follow the link in our bio to watch live as we kick off the Women's and Men's events | photo: [@owenphoto](#)

Spot on caption + photo that let people know how they could watch the event online.

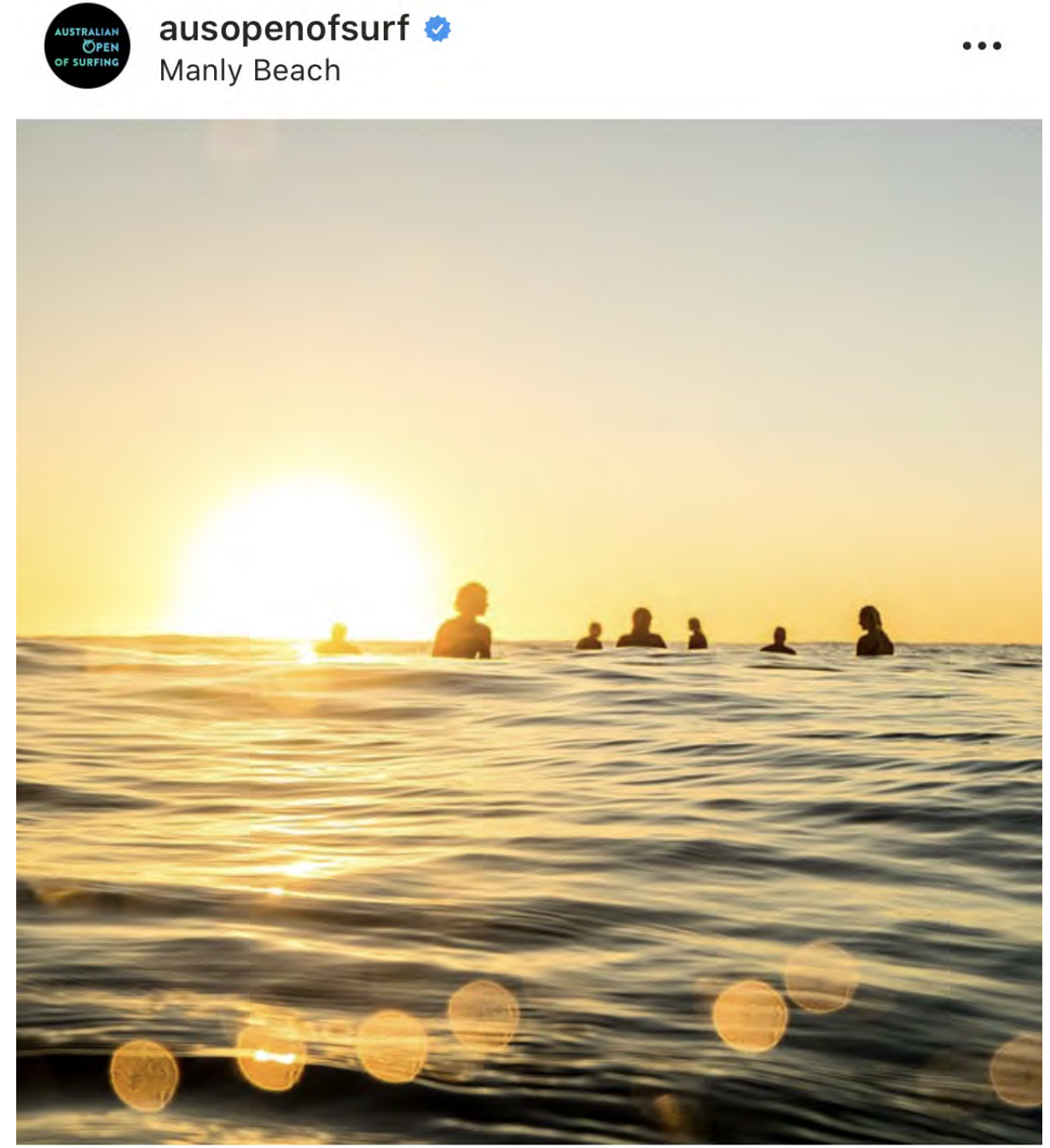


Like Comment Share Bookmark

Liked by [tonywodarck](#) and 959 others
ausopenofsurf Anyone's game.

With most top seeds out of contention after yesterday's Round 5, the Women's event is wide open. Who do you think will take home the trophy? Click the link in our bio to watch the Women's Quarter Finals live | photo: [@owenphoto](#)

Event storytelling with beautiful imagery.



Like Comment Share Bookmark

Liked by [shawnjgrant](#) and 1,133 others
ausopenofsurf She's all yours.

Until next year, Manly | photo: [@surflovephotos](#)
View all 24 comments
February 15, 2015

chef's kiss the perfect end to a great event.



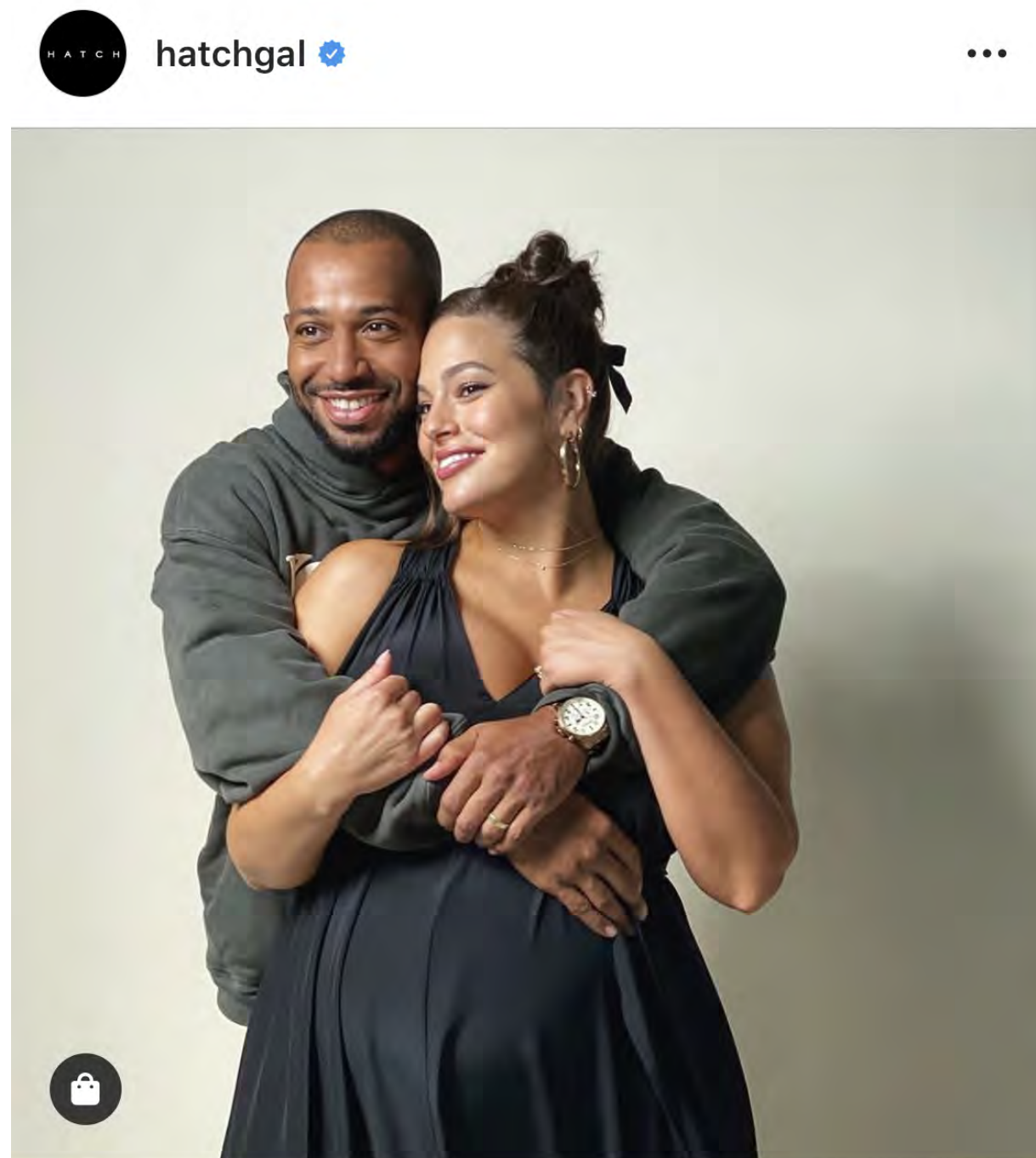
Liked by **brianalynnehes** and 899 others

hatchgal Hey mama! We're starting a weekly series meant to provoke conversation within our community and connect you with other amazing moms and moms-to-be 🙌

HATCH Conversation Starter 001 📝:

What surprised you the most about being a mother? I.e. you didn't know it was possible to love that much — or, surprise, you eat Goldfish crackers for lunch! 🐟🐟

Making real conversations take place in our comments!



Liked by **brianalynnehes** and 1,318 others

hatchgal *googles to see if pregnancy can make you even hotter* @ashleygraham in The Fete Gown (like woah). Get her look at the link in bio 🥂

Internet speak keeps it fun.



The Fete Gown \$328 >

View Products



Liked by **anniegerson** and 698 others

hatchgal To ringing in the new year firmly planted on the couch. Happy 2020, mamas! May it be sparkly and bright ✨

View all 10 comments

Topical (this was New Year's Eve) with easy access to product.



Liked by **brianalynnehes** and 580 others

hatchgal Meet our crew and the workwear pieces they're lovin' — expecting and not! Then hit the #linkinbio to shop the entire HATCH x @jcrew... more

Brought people into HQ with staff picks. Photos by me.