



@SONSOFFALL



WWW.SONSOFFALL.COM





# EXECUTIVE SUMMARY

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SONS of FALL is an outdoor videography and marketing company founded by best friends Joel Port and Brian Henley. Having met during Operation Iraqi Freedom they quickly formed a friendship and enduring bond over their avid passion for both hunting and cinematography. Together they have 60 years of hunting experience that taught them to appreciate and respect nature while sharing their experiences with others and to give back to the community that has afforded these rare opportunities. These are the pillars of SONS of FALL - our core values. Their first foray into the outdoor videography world culminated in the creation of "The Huntsman," a meant-for-TV series revolving around an eclectic world-cast pursuing game on the global scale, capturing one of the most diverse followings and viewerships to-date.

Released in January 2018, the pilot can be found on YouTube and The Hunt Channel. Upon review, it becomes readily apparent that SONS of FALL is far more than a prototypical outdoor video company. Possessing degrees in marketing, research and doctoral studies in strategy, they understand the complicated nuances of marketing, product placement and product influencing. They believe every relationship starts with trust and loyalty; subscribing to the belief hard work retains an intellectual capacity allowing them to accomplish goals faster and cheaper at an unprecedented level within the industry. SONS of FALL does not subscribe to the notion of spamming our viewers with commercials. We do believe proper product placement coupled with how to videos and then tying it all together with successful outcomes, creating a stronger message and strengthens brand loyalty.

SONS of FALL retains the artistic talent, vision, business acumen, marketing analytics and personal drive to take any product to the next level.



FOUNDED BY  
**JOEL PORT**



FOUNDED BY  
**BRIAN HENLEY**

# ABOUT US

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## JOEL PORT

Joel is the SONS of FALL artist, having published several books and released even more musical albums ranging from pop/rock to released soundtracks (iTunes, Amazon, Barnes and Nobles). Being both a talented writer and musician allows for creative storytelling and messaging for our viewers. Most of the music present in our productions was created in house. Additionally, he continues to proudly serve as an Officer in the United States Navy reserves and is a Combat Veteran. His multiple degrees in sports management and counter-intelligence assist in evaluating our audience and deriving their motivating factors helping us tailor relevant content to their specific interests.

## BRIAN HENLEY

Brian runs the business side of SONS of FALL, having an MBA and significant experience in Analysis garnered from his time in the United States Air Force. As a sound engineer, Brian has worked in studios along the coast, where he learned not only the technical aspects of audio enhancement, but the vital role it plays in presenting a solid product. Additionally, he is the technical support within the organization. He has established our back-end infrastructure for video management across the world, built our web infrastructure, and established our marketing metrics system. Having cast members with various skill sets creates a difficult challenge of getting the right shot or quality to match other cast members. Brian spends significant time coaching and teaching the cast how to get higher quality content.

# VIDEOS

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**PILOT**



**VICTORY ARCHERY CREDIT**



**GERMAN PRECISION OPTICS**



**HUNT TEASER**



# MARKETING

Marketing is a key component in setting SONS of FALL apart from other would-be competitors. We are constantly bringing the latest social media tools to provide new research content to our partners. We gather most of our data through surveys and audience analysis to help drive proper product placement and ultimately improving conversions for our sponsors or clients.

## SURVEYS

Recently Instagram released the ability to conduct one questions surveys. This information has allowed SONS of FALL to determine key information such as how often our audience replaces equipment and what are the best ways to present product information to our viewers. For instance, 79% of our viewers wish to have more how to videos and 21% wish to have more cinematic videos. When we broke down these numbers we realized the individuals that want more cinematic videos are predominantly foreign hunters and non-hunters. This allows us to present content and product placement that will better serve these corresponding demographics.

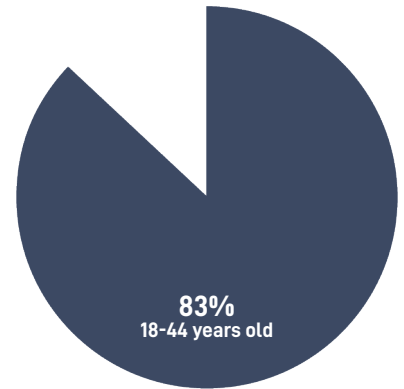
## AUDIENCE

Our audience is 81% male and 19% Female, considering 11% of all hunters are female and they are the fastest growing demographic in the hunting industry, we are better positioned to influence and market to this growing demographic. 83% of our age demographic ranges from 18-44 with 37% in the 25-34 range. Additionally, we cast across the globe, allowing us to bring product information to underserved markets. I.E. Norway and Germany.

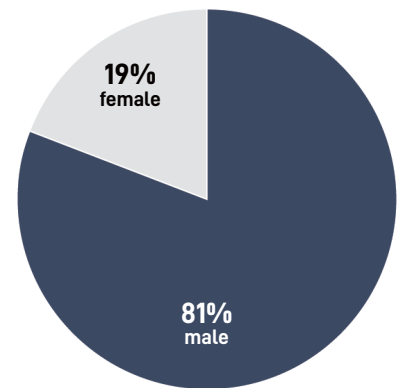
## PRODUCT PLACEMENT

The millennial generation is the social media generation. Surveys from the fashion industry show that social media is the primary source of inspiration for purchase for 19-35 year olds. In fact, people have a 73% chance of purchase after seeing proper product placement on the page of their favorite influencer. SONS of FALL is working to bring this placement and activity to the hunting industry and also provide additional marketing channels to the industry's customer base. Unboxing, real life utilization, and techniques are the key elements of successful product placement.

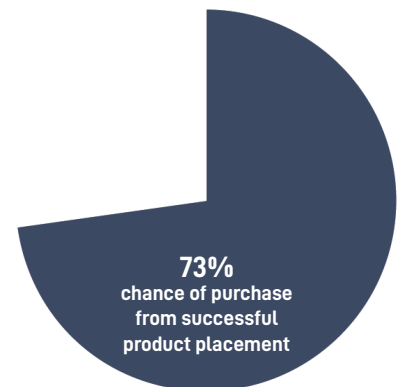
Age Demographic



Gender



Purchase Habits







# WHY US

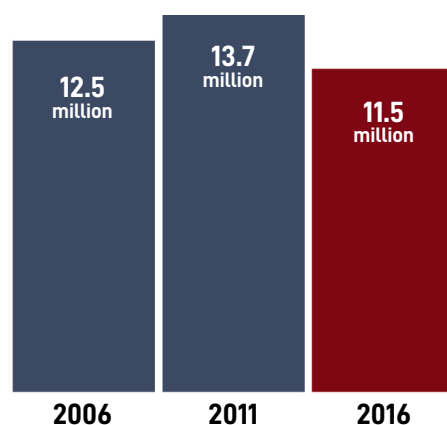
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According to the department of the interior we lost 2.2 million hunters from 2011 to 2016, representing 16% of the total hunting population. According to the same report hunters are also having to spend more money to enjoy the sport. This makes it hard for the younger generation with less income to enjoy hunting and realize success. It is no surprise that 60% of the hunting population is older than 44. It is time the industry starts leaning on influencers like Sons of Fall to provide immediate impact on the underserved portions of the market in efforts to preserve our hunting heritage.

According to Psychology Today (2018), Depending on whom you ask, the average American is exposed to hundreds if not thousands of commercial messages daily. TV advertising is of course one of the best-known forms of advertising, and we've all seen more TV ads than we can remember. Modern technology however, in digital video recorders, allows us to skip through TV ads. This is one of the reasons advertisers rely more and more on embedded marketing, or product placement. Product placement is the practice of embedding products within a TV program or film as a way to promote those products. Product placement can be very successful, as shown by the 65% increase in Reese's Pieces sales after its placement in E.T. The Extra-Terrestrial, or the 50% increase in Red Stripe sales after its placement in The Firm.

Simply put, millennials are tuning your product/commercial out - the outdoor industry has fallen victim to its own success, where "ambassadors" and product-pushers in bikinis and cheap YouTube shout-outs have created a tone-deaf following. To this counterpoint, SONS of FALL is embracing targeted product placement in a cinematic setting that plays to a larger audience while bypassing unconscious and biased triggers the industry has created. Hollywood quickly accepted the determinants of implicit attitudes and successfully transitioned to more effective marketing campaigns - SONS of FALL looks forward to ushering the hunting industry to the same.

**Number of Hunters**







## WHY US - CONTINUED

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Boasting the most diverse and world-wide cast, SONS of FALL finds itself in the unique and enviable position to probe, discover and ultimately exploit your ideal consumer base. From rugged Alpine terrain to the Kansas plains, there is a vetted and professional cast member hand-selected to represent your brand, your passion. Retaining employees with degrees/experience in Sports and Talent management, SONS of FALL casts individuals who not only meet ethical and physical capabilities, but further boast strong followings in their respective rights. With an aggregate **viewership of well over 2 million, dispersed over 34 million impressions across the world**, SONS of FALL is proud of its current portfolio of well known and respected teaming companies, while looking to a future with you.