



HÄRKILA
TRUST YOUR INSTINCT



ZEISS



ShooterKing®

OUR SPORT IS BEAUTIFUL

20 glamorous hunting films, 20 bonus 'product' films for our clients, half a million views and rising: that's what we delivered in 2015. We can do more it you in 2016.

We took three series ideas, we attached four sponsors' products to them and we made 40 films in 2015. Tim Pilbeam is a renowned rifle reviewer and a British hunter. His series *Rucksack & Rifle* took him to Croatia, Spain and Scotland after wild boar, deer and mouflon. Cai ap Bryn is a superb game cook with a career in presenting hunting TV shows. His series *Hunt & Cook* took him to Norway, Scotland, Sweden and Hungary, showing great hunting in great locations, and some fabulous game recipes. And top deer manager Paul Childerley's *Stalking Success* series had him concentrating on muntjac and Chinese water deer in the UK, as well as driven wild boar in Germany.

Fieldsports Channel's programming achieves 1.5 million views a month on YouTube and up to 3.5 million a month on Youku, making us the most-watched hunting show in the world. That's more than any hunting magazine in the world and more than any hunting TV series.

You can be part of it

- Embed your products in *Fieldsports Channel's* films. Put them at the heart of the world of hunting
- Run advertisements in the programmes
- Reach millions of hunters

Case studies

Four companies took part in these series, correctly identifying the massive audience the internet can bring as well as the power of TV:

- JP Sauer & Sohn has successfully put the message across about its 202 rifle. It wants to do the same for its new 101 and 404 series. It took part in all of our series, sponsoring the rifle shooting. In addition, we spent a week at the Sauer factory making a series of short how-to films about the 101 and 404.
- We have been helping Zeiss with the launch of its excellent V8 and DL scopes and the FL and HT binoculars. It wanted to see Zeiss products used in stunning locations around the world and in the hands of real hunters
- Shooterking is a relatively new clothing brand that wants to improve its market penetration, especially in Europe. It chose to sponsor Paul Childerley and Cai ap Bryn. We also made short films showing off Shooterking's Cordura thornproof material.
- Harkila is one of the best-known hunting clothing brands. Tim Pilbeam presented all his *Rucksack & Rifle* series dressed in Harkila, we ran a series of viewer competitions for Harkila kit and we made a series of short films with Tim endorsing Harkila products + an ibex hunt in Kyrgyzstan.

Brought to you by



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