



# MUDDY SHUTTER MEDIA

## EXECUTIVE SUMMARY & SERVICES OUTLINE

### MSM // ATX

801 BARTON SPRINGS RD  
FLOOR 4  
AUSTIN, TX 78704

### MSM // BZN

96 LAURA LOUISE LN  
SUITE 16  
BOZEMAN, MT 59715

### MSM // CLE

4700 LAKESIDE AVE E  
FLOOR 3  
CLEVELAND, OH 44114

### MSM // DC

1015 15TH STREET NW  
SUITE 600  
WASHINGTON, DC 20005

### MSM // DTX

603 MUNGER AVE  
SUITE 100-258  
DALLAS, TX 75202



## **WHO WE ARE.**

At Muddy Shutter Media, we understand the importance of building a strong brand presence in the digital age. Our experienced team of creatives and marketing experts can help you create engaging content, initiate targeted campaigns, and develop effective strategies specifically tailored for your business. Our end goal is to create memorable experiences for your customers, and make sure that your brand is seen and heard in the most effective way possible.

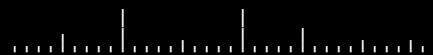
We understand that every business is unique, which is why we provide our clients with cutting edge, customized solutions that meet their individual needs. We strive to create lasting relationships and openly share our past experiences and expertise from working with brands of all sizes across a wide variety of industries.

Our team is committed to not only providing the highest quality services, but to also give our clients the tools and insights to track and measure success. We live at the intersection of creativity and data analytics to push creative boundaries while using a wide variety of tools to simultaneously track, measure and adjust each one of our strategies to maximize performance and results.

## **WHAT WE DO.**

We are a full-service marketing and media agency that helps brands transition from concept to completion. We specialize in creating strategic campaigns that are tailored to the unique business needs of every brand we work with.

From market research and media buying to creative execution, we have the expertise to ensure that your vision comes to life and reaches the right people at the right time.





**BRAND IDENTITY  
DEVELOPMENT**

MSM's brand identity process provides your business with the professional edge it needs to stand out from the competition. We'll help you create a cohesive, eye-catching identity that will attract your target audience and make a lasting impression.



**ADVERTISING &  
SOCIAL AD BUYING**

Our advertising and media buying services allow you to reach your target audience with the right message, utilizing the right channels, at the right time. Whether you need a billboard or an IG story, we'll develop a strategy to get you in front of your audience.



**WEB & ECOMMERCE  
DEVELOPMENT**

MSM's web development and ecommerce services offer comprehensive solutions for businesses of all sizes, providing you with the tools you need to build a successful online experience that will draw in customers and convert sales.



**SOCIAL MEDIA  
MANAGEMENT**

At MSM, our social media and community management process starts with building a comprehensive posting schedule targeted to your core-customers providing constant updates along the way of building a vibrant and active digital community.



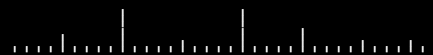
**INSIGHTS &  
DATA ANALYTICS**

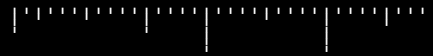
Through cross-platform analytics, we'll help you unlock the power of your data, providing insights and actionable intelligence to make informed decisions and gain a deeper understanding of your customers to stay ahead of the competition.



**MEDIA  
PRODUCTION**

MSM's full-scale media production house will bring your ideas to life from concept development and storyboarding to film and photography. We'll help you create high-quality, impactful assets that leave a lasting impression with your customers.





## **MEDIA PRODUCTION & CONTENT CREATION**

Our media production strategy revolves around a collaborative and customized approach for every unique project.

We begin by strategically planning each project, understanding our client's brand and goals, and running through a comprehensive, multifaceted pre-production process. We operate using open communication channels with each one of our clients and encourage collaboration to ensure their vision is encapsulated.

On set, our production team utilizes their expertise and attention to detail to deliver high-quality visuals to create engaging content that aligns with the client's brand identity. From full-scale production sets to backcountry adventure documentaries, our team has seen it all and can quickly react to unforeseen circumstances to make sure every production stays on budget and on timeline.

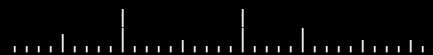
Our talented post-production team ensures that the final deliverables meet the highest standards and remain true to the original client objectives for the shoot. We also leverage a powerful network of motion effects artists, sound designers, composers and colorists to create visual assets that go above and beyond.

With a focus on customization, professionalism, and creativity, we aim to create impactful media productions that effectively convey our client's message and achieve their desired outcomes.



**MSM ORIGIN STORY &  
CINEMATIC REEL**

SCAN THE CODE  
TO WATCH





MSM CASE STUDY

# PUMA x MAN CITY

2022

COMPLETED

AWAY KIT LAUNCH

## PROJECT SUMMARY

In partnership with Puma Global, Manchester City & SoccerBible, MSM was retained to come up with the idea for an away kit jersey launch for Manchester City.

MSM produced and delivered a high-production value launch kit that was globally distributed and gained worldwide attention. Puma has received record sales of any away kit for Manchester City or other teams.

Puma and Manchester City received worldwide acclaim for one of the most innovative and fresh kit launches in decades. The concept was one that was also timed to coincide with the moon landings.



**WATCH THE FINAL CUT**

SCAN THE CODE





MSM CASE STUDY

# BURCH BARREL

2023

COMPLETED

FLAT PACKER LAUNCH

## PROJECT SUMMARY

Within 90 days of first learning about Burch Barrel's newest product, The Flat Packer, we poured our creative energy into shooting, editing, and releasing the launch video to promote presale orders.

Through the high tide marshes and beaches of coastal South Carolina, we captured the grill's innovative design and unrivaled portability in a variety of settings.

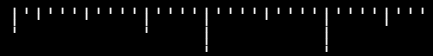
Our team skillfully crafting a narrative that ignited excitement and adventurous inspiration. With captivating visuals, engaging music, and compelling storytelling, we aimed to transport viewers into a world where sizzling grills and unforgettable outdoor moments come to life.



**WATCH THE FINAL CUT**

SCAN THE CODE





MSM CASE STUDY

# AVONDALE INTERSECTIONS

2021-2022

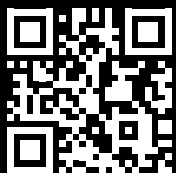
COMPLETED

AVONDALE DEALERSHIPS

## PROJECT SUMMARY

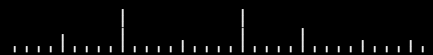
MSM successfully produced two seasons of the captivating episodic series, 'Intersections,' in collaboration with Avondale Dealerships. This groundbreaking project brought together an extraordinary mix of business leaders, entrepreneurs, artists, and athletes to explore the common intersections that drive their success.

Set against the iconic backdrop of Dallas-Fort Worth's most renowned sites and featuring some of the world's finest automobiles, each season of 'Intersections' delivered engaging and informative conversations that revealed fascinating insights. Through thoughtful storytelling and visually stunning visuals, the series showcased the vibrant culture of Dallas-Fort Worth while capturing the unique journeys and shared connections of the featured guests.



**WATCH THE FINAL CUT**

SCAN THE CODE





MSM CASE STUDY

# LA CAZA TEQUILA

2023

COMPLETED

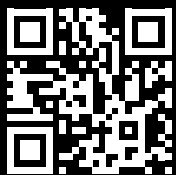
BRAND ANTHEM

## PROJECT SUMMARY

MSM executed the brand anthem production process that authentically portrayed the essence and culture La Caza.

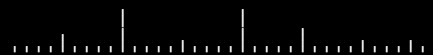
Filmed on location in Jalisco, Mexico, the team immersed themselves in the rich traditions and craftsmanship of tequila production. Through careful planning, expert cinematography, and a deep understanding of the brand's identity, MSM captured the passion and artistry that defines La Caza Tequila.

The resulting video, released as part of the official brand launch, beautifully conveyed the heritage and dedication that goes into each bottle, captivating audiences and fostering a strong connection with the brand's story and values.



**WATCH THE FINAL CUT**



SCAN THE CODE





**MSM CASE STUDY**

**BERETTA USA**

23.98FPS    ISO800    N/A    1/48    5600k    8k 2:1    8:1    Menu        

2021

COMPLETED

92X LAUNCH CAMPAIGN

**PROJECT SUMMARY**

Beretta Holdings retained MSM to ideate and produce the launch campaign and materials for the 92X Performance Defensive centered around the IDPA shooting competitions.

The campaign and all supporting materials were delivered to soft-launch the pistol at the IDPA Nationals in Colorado. The pistol was then launched at the NRA Show in 2022.

Beretta gained traction as an innovative brand providing a pistol that caters to the shooting competition sports world. The campaign also featured a woman shooter as an effort for outreach to new female gunowners.



		40°/56°	HDRx	TC	RM	S-SSD	DC	Ch1	
23.98FPS		Calc:7/E	OFF	GEN	RIG	100%	15.2V	Ch2	
		Drop:0	1:1	SYNC	VFP1			Ch3	
								Ch4	

**WATCH THE FINAL CUT**

SCAN THE CODE





## CONTENT STRATEGY DEVELOPMENT

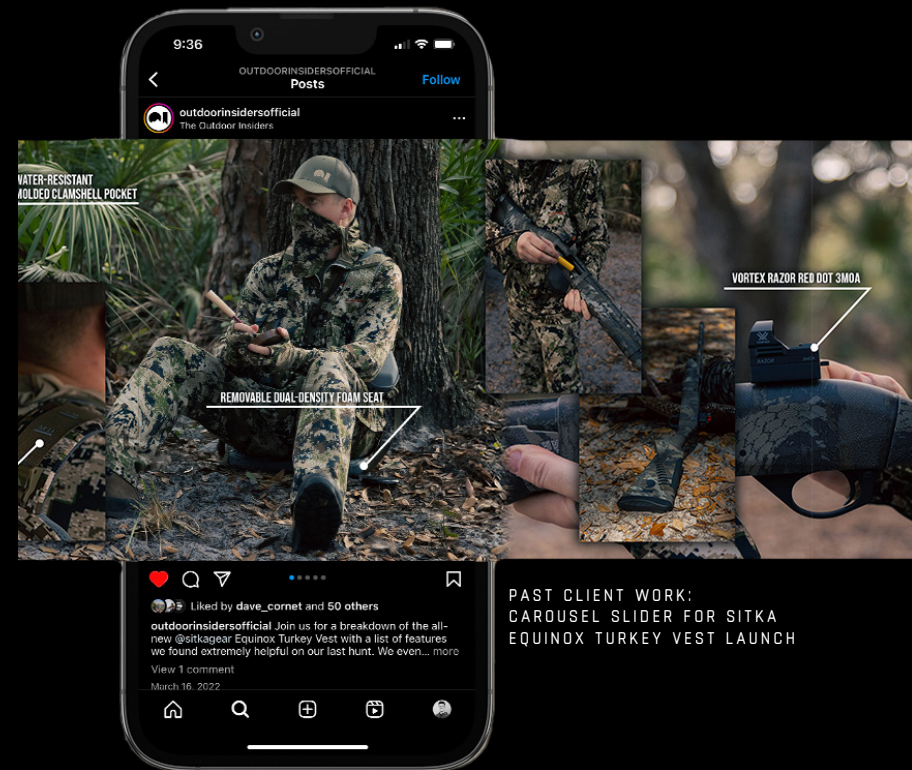
Our content strategy process is designed to effectively engage audiences and amplify our clients' brand presence across all platforms.

We begin by conducting thorough research and analysis, delving into the client's target audience, industry trends, and historical performance. This enables us to develop a comprehensive content strategy tailored to their specific needs.

With clear goals and objectives in mind, we identify key messaging themes and content pillars that align with the client's brand identity and resonate with their target audience. We create monthly content calendars to ensure consistent and strategic delivery across all platforms and channels.

Our team of content creators, designers, and copywriters collaborate to produce high-quality and compelling assets that capture the attention of the intended audience, drives engagement and spark meaningful conversations.

Throughout the entire process, we continuously monitor and analyze performance metrics, allowing us to optimize our strategy and deliver measurable results.





**MSM CASE STUDY**

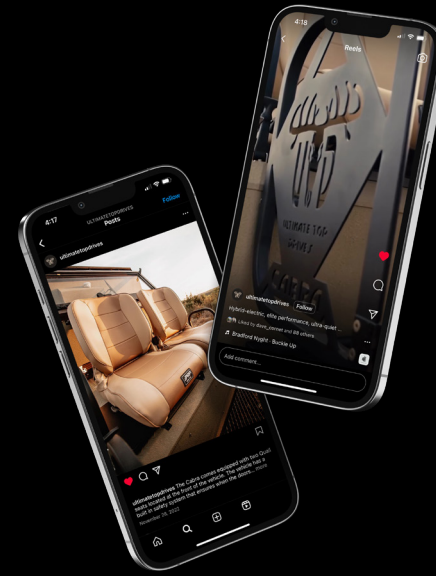
**ULTIMATE TOP DRIVES**

Q4 2022	ONGOING	SOCIAL MEDIA STRATEGY
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**OVERVIEW**

Muddy Shutter Media provided comprehensive social media management for Ultimate Top Drives across the platforms of Instagram, Facebook and LinkedIn. Through strategic content planning and creative asset design, Muddy Shutter Media was able to help Ultimate Top Drives grow their reach and build an engaged audience. They also provided detailed analytics and reporting on key engagement metrics to ensure Ultimate Top Drives could measure the success of their campaigns.

Since engagement, Ultimate Top Drives has seen tremendous growth in both paid and organic reach along with increased engagement. These metrics have also translated to a measurable increase in website visits and follower evolution across all platforms.



**31.4K**  
CLICKS  
+452.38%



**11.71%**  
CLICK RATE  
+159.65%



**1.1K**  
FAN GROWTH  
+2.63K%



**1.8M**  
IMPRESSIONS  
+370.25%



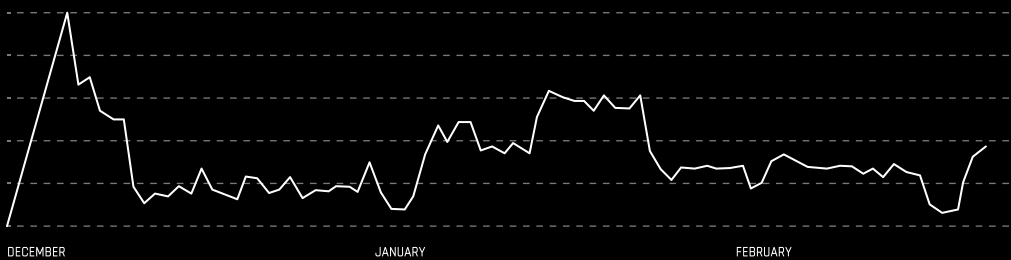
**1.7M**  
REACH  
+388.33%



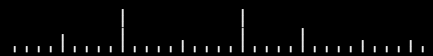
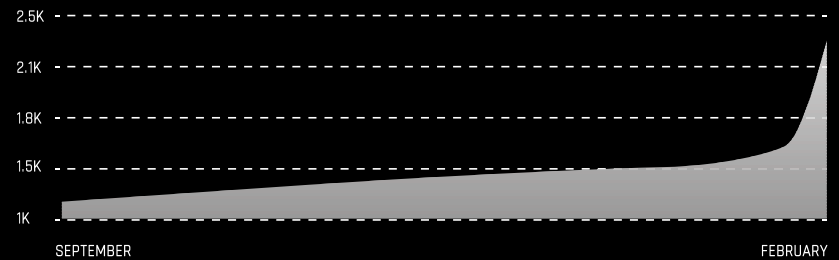
**76.1K**  
PAGE ENGAGEMENT  
+382.79%

**VISITS**

DEC 1, 2022-FEB 24, 2023 | 13,165 TOTAL | +100% YR/YR



**FOLLOWER GROWTH**



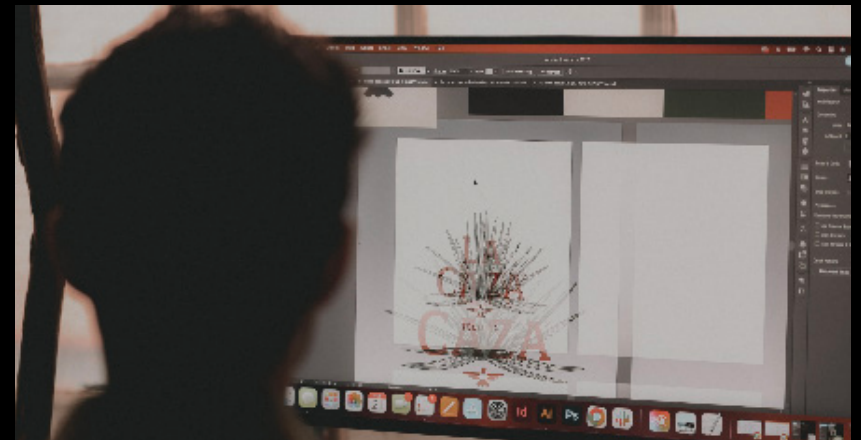


## **BRAND IDENTITY, GRAPHIC DESIGN & CREATIVE DIRECTION**

Our overall goal for this stage in our client onboarding process is to create a consistent, cohesive, and effective brand identity. In creating a clear brand story and visual identity, we can ensure that each one of our clients stands out from their competition and that customers have a consistently positive experience when interacting with the brand both digitally and in person.

The first step in the process begins with researching the brand to develop an understanding of the target market and core values. This includes understanding the current brand identity and building upon that foundation to develop a brand guideline that outlines the brand's core values, mission, and vision. This will also include the development of a positioning statement, brand voice, a unique visual identity with a standardized color palette, typefaces, iconography, textures, patterns and secondary logo designs as needed.

Once the brand foundation has been solidified, MSM's creative design team will work on developing all of the necessary brand collateral materials including business cards, letterhead, website banners, website copy style, button style, handouts, flyers, mailers, catalogs, and templates that will allow the brand to remain consistent across all mediums.





MSM CASE STUDY

LOGO DESIGN & BRAND IDENTITY

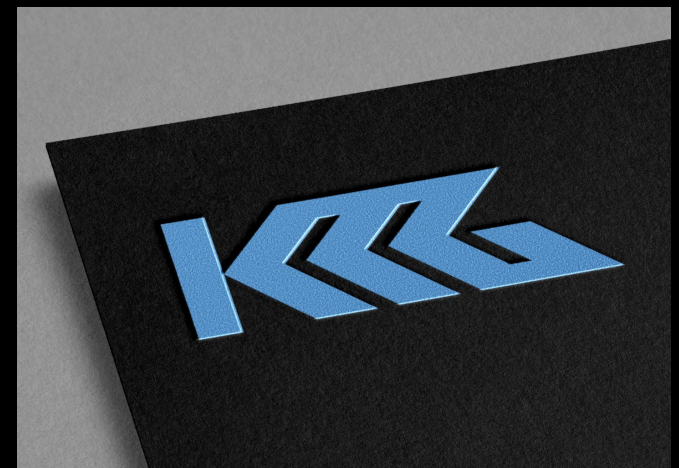
2017-2023

ONGOING

BRANDING

OVERVIEW

Our team collaborate closely with you to understand your unique vision, values, and target audience. Once we understand your brand vision, we'll craft a cohesive brand foundation, including logos, color palettes, typography, and guidelines, to ensure consistency across all touchpoints. In crafting a compelling and authentic brand identity, we empower businesses to establish a strong presence, connect with their audience, and stand out in the market.



MSM CASE STUDY

CREATIVE DESIGN

2017-2023

ONGOING

CREATIVE DESIGN

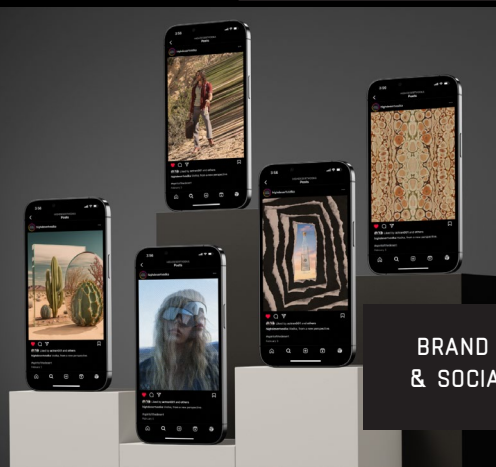
OVERVIEW

We've really done it all... MSM's creative design team specializes in crafting unique, visually compelling designs that reflect the unique qualities of our clients. Once our team develops a strong brand foundation and identity, we have the expertise to apply that same design to all mediums. We've created captivating visuals for both print and digital media, including billboards, brochures, flyers, and merchandise. Our goal is to ensure that our clients have a positive and powerful presence no matter where they're seen in the marketplace.

FLYERS, HANDOUTS,  
MAILERS, SALES  
SHEETS, ETC.

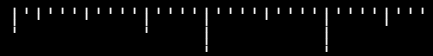
BUSINESS CARDS, LETTERHEAD  
& BRAND COLLATERAL

MERCHANDISE & DRY GOOD DESIGN



BRAND MOOD BOARDS  
& SOCIAL FEED DESIGN





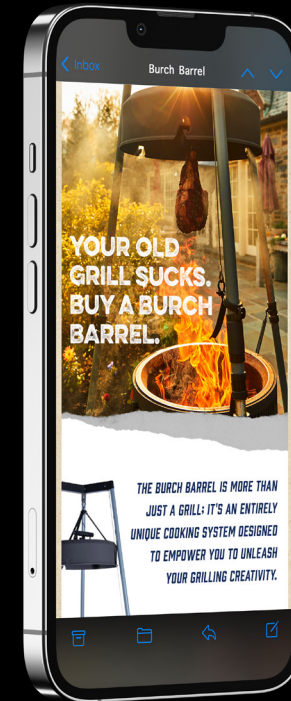
## EMAIL MARKETING, BRAND STORYTELLING & COPYWRITING STRATEGY

We believe in the power of storytelling to connect with audiences on a deeper level. Our email marketing and social media management processes start with in-depth research to uncover our client's unique brand narrative, values, and mission. Through captivating storytelling techniques, we craft compelling narratives that bring our clients' brand stories to life and resonate with their target audience to establish a meaningful connection.

We develop custom email campaigns and automated flows that resonate with subscribers and leverage personalized content, compelling visuals, and persuasive calls-to-action. We track performance metrics, such as open rates and click-through rates, to continuously optimize campaigns and drive engagement.

At MSM, we begin our social media onboarding process by developing a tailored strategy aligned with each client's unique goals, target audience, and brand identity. This includes identifying the most suitable social media platforms, creating a posting schedule, and developing engaging content that reflects their brand. We utilize data-driven insights to optimize posting times, engage with followers, and monitor performance.

Our email marketing, brand storytelling, and social media management processes combine strategic planning, creative content creation, and data-driven optimization to empower our clients to effectively engage their audience, tell their brand story, and achieve their intended objectives.





**MSM CASE STUDY**

**SOUTHERN POINT CO.**

2022-23

ACQUIRED

EMAIL MARKETING

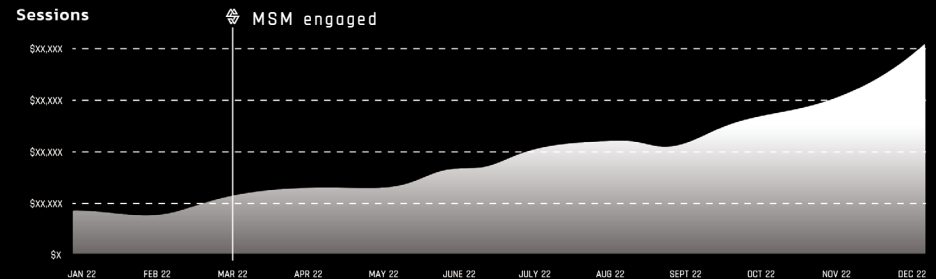
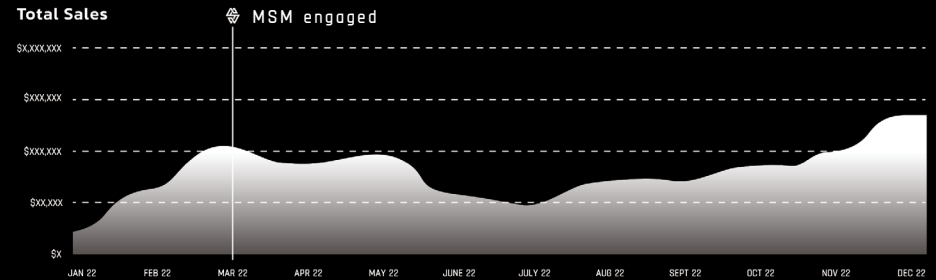
**OVERVIEW**

Muddy Shutter Media was tasked with strategizing, creating and executing email marketing campaigns for both direct-to-consumer shoppers as well as regular email campaigns targeted toward wholesale buyers.

The biggest challenge for Muddy Shutter Media was identifying which products to highlight in marketing and promotional campaigns for Southern Point Co. To achieve this, MSM developed a detailed analysis that looked at inventory levels, sales volume, and product margin to accurately determine which products to promote based on availability and expected revenue.

Once products were identified, MSM designed multiple custom email campaigns and templates for both DTC customers and wholesale buyers. The campaigns included detailed product descriptions, pricing, and call to actions. MSM also implemented automated processes to ensure timely delivery of the campaigns based on customer engagement analytics.

MSM also took a deep dive in SPC's ecommerce infrastructure and provided recommendations moving forward on product tagging, product naming conventions, collection organization and inventory management. These infrastructure changes allowed for a more user-friendly shopping experience leading to increased checkout and conversion rates.

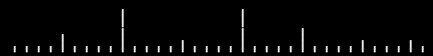


**34%**

OF REVENUE GENERATED  
BY EMAIL MARKETING

**+1 Mil**

TOTAL  
CAMPAIGN RECIPIENTS



# THANK YOU.

@MUDDYSHUTTERMEDIA

MUDDYSHUTTERMEDIA.COM

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