



# [ WILDFLY ] TRAVEL.COM

SELECT FISHING DESTINATIONS

SELLING YOUR PROPERTY TO AN INTERNATIONAL ANGLING MARKET

## WE ARE IN THE BUSINESS OF CREATING, AND PUBLISHING CONTENT

Each TV show is fortunate enough to enjoy multiple flightings across the range of channels. This is prime time television, spanning the full spectrum of scheduling opportunities.

# THROUGH-THE-LINE

## BUSINESS SOLUTION

Since 2010 G&T Productions has specialised in production with a linear & digital broadcasting network. Our TV shows now reach an audience of millions of households worldwide.

With viewing patterns changing due to the pace of technology, there are a wide variety of platforms for programming and content publishing. Each play a distinct role in capturing the attention of our target audience, as detailed in this overview.

We are in the business of creating and publishing content.

Through our unique infrastructure we have built an interactive communication platform to showcase your brand and property to an engaged audience.



**WILDFLY**  
26 x 24 Min

[WATCH NOW](#)

Exploring the remote landscapes of the remaining marine reserves and wilderness areas, this band of intrepid fly addicts search for new species to target with their hand tied creations. 'It only counts if it's on fly' is their doctrine and 'stalking the prey' is their preference. From source to sea witness these adventurous anglers chase down their quarry, ensuring that every fish they catch is released to fight another day.



**INSIDE ANGLING**  
26 x 24 Min

[WATCH NOW](#)

From our trophy gamefish offshore, the myriad species along our coastlines or the wild fish that roam fresh waters, Inside Angling tackles them all. Any cold blooded beast with fins is fair game and are lured by the deft hand of Craig Thomassen. Watch as Tommo takes on record breaking specimens in this captivating series. Only artificial lure is allowed and it's the art rather than the practice of angling that counts.



**MY VISSERMAN VRIEND**  
26 x 24 Min

[WATCH NOW](#)

Vliegengeljaar en aanbieder Rhuan Human pak sy stokke en katrolle om Suid Afrika se mees passievolle hengelaars te besoek. As een van die aanbieders van die gewilde vliegengel reeks "WildFly" het Rhuan die geleentheid gekry om van Suid Afrika se top hengelaars te ontmoet. Van sy gaste het dit reg gekry om 'n loopbaan in die hengel bedryf uit te kerf, en ander werk om te kan hengel, maar elkeen het 'n storie om te vertel. Rhuan gaan kuier vir die hengelaars op hul tuis water om hul stories te hoor, en natuurlik 'n lyn nat te maak.



**REEL AFRICA**  
26 x 24 Min

[WATCH NOW](#)

The Reel Africa team comprises of angling talents from all facets of fishing, discovering the treasure trove of fish to be found in and around Africa. Supported by the wealth of knowledge and help from the local gurus who fish the African waters every day, these passionate anglers take this exciting new TV series to the next level. From the incredible game fish of the Indian Ocean to the ferocious fresh – water beasts that rule our wild rivers, whether it be bait, fly, trolling, jigging or casting, we demonstrate what it takes to be an accomplished angler.

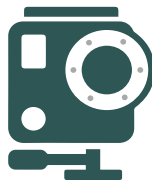
## PARTNER NETWORKS





# CREATING CONTENT

Based on Studio Production Rates, HD content can be supplied in the following formats:



## HI DEFINITION TELEVISION SHOWS

Created for satellite television and online broadcast, our programs are produced for a wide range of audiences, showcasing a variety of destinations around the world.

**Duration: 26 - 30 mins**



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## SHORT FILM FORMAT

Our short film projects tell unique stories about individuals personal quests or journey, appealing to specific viewers.

**Duration: 12 - 15 mins**



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## FEATURES

Scripted specifically for web and mobile streaming, these mini episodes condense our captivating content for the consumers to follow.

**Duration: 3 - 5 mins**



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## BRAND PROMO CLIPS

Promotional content to promote a brand, product or service. Clips can be produced for online and social media publishing.

**Duration: 1 - 3 mins**



[WATCH NOW](#)

## DESTINATION PROMO CLIPS

Promotional content to promote a destination or property. Clips can be produced for online and social media publishing.

**Duration: 1 - 3 mins**



[WATCH NOW](#)

## TEASERS

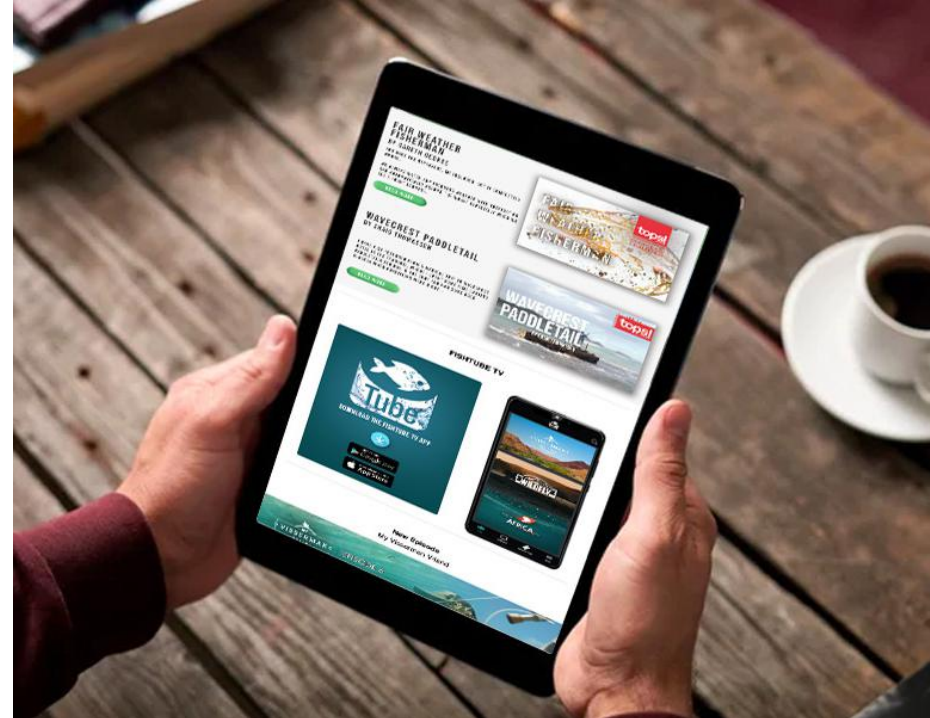
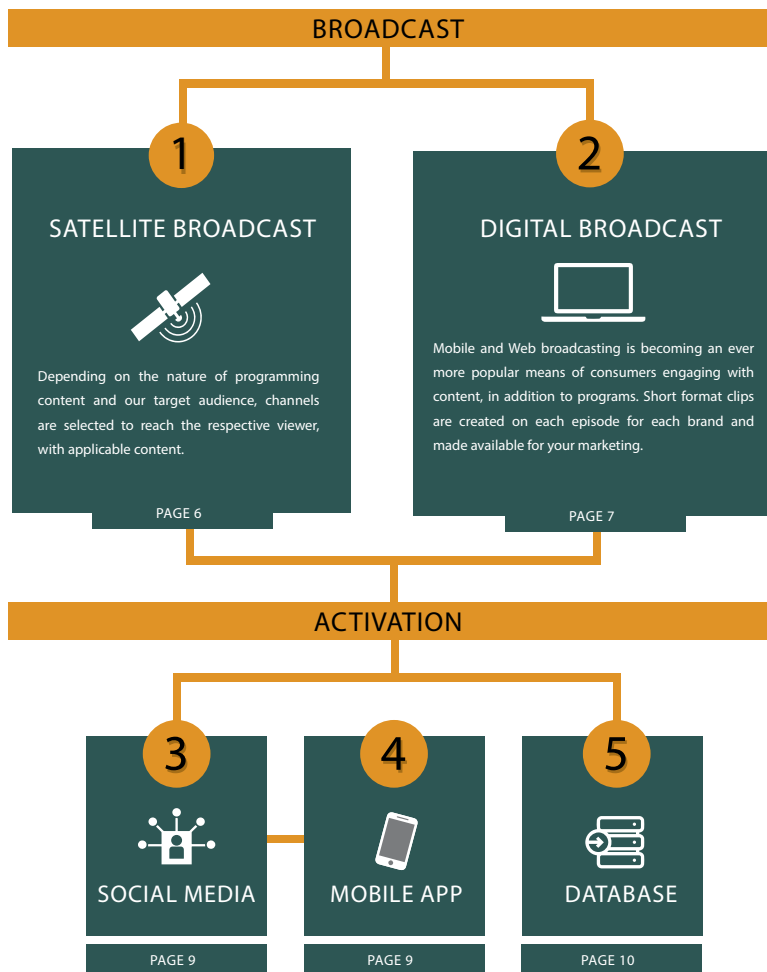
These teasers are high impact action packed content to entice the consumer to engage.

**Duration: 30 - 90 secs**



[WATCH NOW](#)





**PUBLISHING CONTENT** ACROSS OUR NETWORK

With the amount of digital noise, it is vital that specific content is shared with your target market, engaging your prospective customer and creating a demand for your venue.

Through specifically designed content, blogs and clips, your brand, service or products can be featured across all our platforms. Your content will interface with our television, mobile and web platforms, giving the consumer the choice of when and where to engage with your brand.

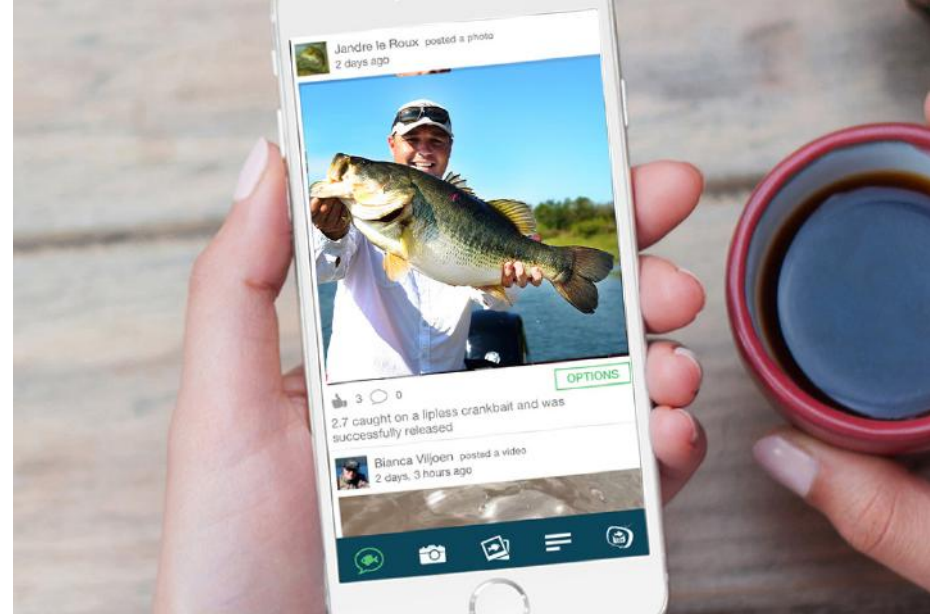


Complimenting the satellite broadcast of our TV programs is this innovative online broadcasting platform. It provides the subscriber with a choice to watch captivating content, when and where they want to.

From TV series and short films to informative and educational technical content. The functionality of this online portal caters for a customised viewing experience.



FISHTUBE APP NOW AVAILABLE



## DIGITAL BROADCAST

Web and Mobile broadcasting is becoming an ever more popular means of consumers engaging with content. A brand presence on these platforms is essential.

A wide range of production formats is available to viewers through this unique platform.





# COMMUNICATING WITH OUR DATABASE

ENGAGING WITH A GROUP OF CONSUMERS ON A REGULAR BASIS

CONTENT IN OUR MAILERS

**VIDEOCONTENT**

Market your venue within our captivating content

**BLOGS**

Have your brand, destination and services endorsed in our reviews

**PRODUCTNEWS**

Promote your new products, packages and services



**TACKLE BOX**

Educate your target market on industry developments

**PROMOTIONS**

Advertise your latest sales campaign

CONSUMER TITLES

FISHTUBE

WILDFLY

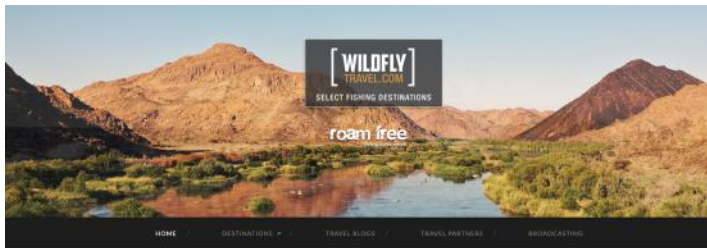
FISHBOOK

GENERAL





## YOUR PROPERTY ON THE WILDFLYTRAVEL.COM WEBSITE



### WHAT YOU GET...

#### A. PROMOTIONAL VIDEO

Production and hosting of a promotional video featuring your venue, all services and facilities with an emphasis on the fishing available. Said video is also made available for your own marketing needs.

#### B. DEDICATED PROPERTY LISTING

Your property gets exclusively within your vicinity listed on our web platform, ensuring that any travellers are directed to your venue only. This includes a direct link to your own website as well as an enquiry link direct to your reservations.

#### C. TRAVEL BLOGS AND PHOTO GALLERIES

An article published on your operation based on our first hand experience with relevant visuals with a focus on the fishery.

#### D. SOCIAL MEDIA ACTIVATION

The video and article is activated across all our social media and shared with all our travel partners and affiliates.

#### E. DATABASE COMMUNICATION

Feature of your property through our monthly publications emailed to our database of angling travellers.

## WILDFLYTRAVEL.COM

The content created for online broadcast and social media activation promotes your property and brand direct to prospective clientele

This is further supported by a prominent feature on the [www.wildflytravel.com](http://www.wildflytravel.com) platform.

### Catch the action!



Travel Blog



In a country with hundreds of volcanoes of which 30 are in constant turmoil, you might think this an unlikely land of adventure. But it's quite the contrary. It's an effort to constantly creating new ground, rising to stand as one of the youngest continents in the world. [wildflytravel.com](http://wildflytravel.com)

Latest on FishtubeTV



Watch the brand new season of Reel Africa. The African coastline and its freshwater systems offer some of the most exciting fishing adventures on the planet and the Reel Africa team set out to capture these unique destinations with real passion. [www.wildflytravel.com](http://www.wildflytravel.com)





# DESTINATION MARKETING PROGRAM

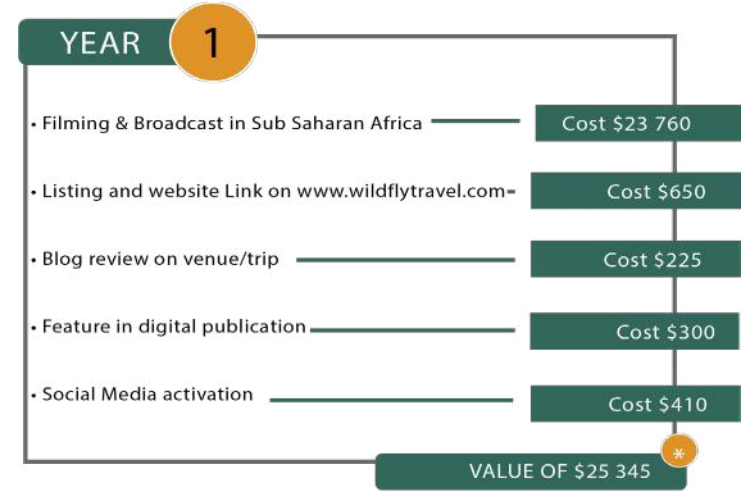
## REPRESENTATION

As each international broadcast network runs on a different airing cycle, to accommodate said production schedules, and ensure that we maximise your exposure, our **Destination Marketing Program (DMP)** covers a 2-year period in which we can guarantee we reach the global audience.

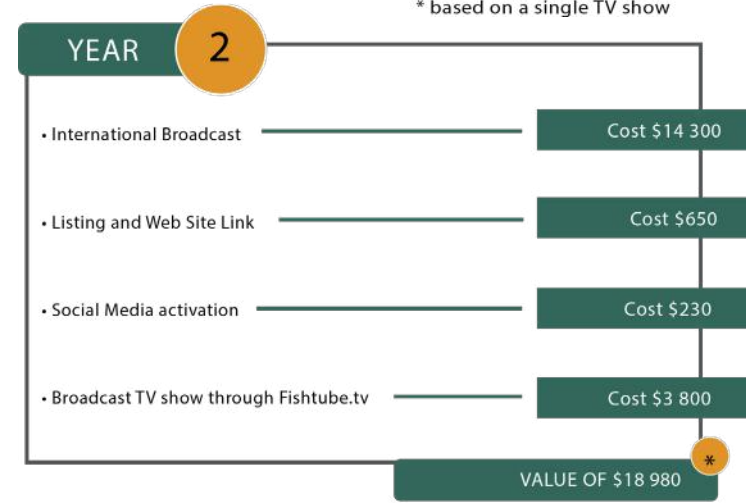
With so many fishing holiday options available to this market, we recognise the need for properties to be exclusively represented and realistically portrayed, so that the travellers expectations are exceeded and a loyal customer is created.

When it comes to fishing travel we have the communication platform to benchmark your property and ensure that your destination is publicised through all mediums, remaining at the forefront of this markets fishing vacation decision making.

- **FOR THE TWO YEAR MARKETING PROGRAM EACH VENUE ONLY PAYS 15% OF THESE COSTS, EQUATING TO \$3656 PER ANNUM.**
- **IF ENOUGH FOOTAGE IS OBTAINED TO PRODUCE MULTIPLE TV SHOWS, NO ADDITIONAL FEES ARE LEVIED.**
- **TO FURTHER PROMOTE YOUR VENUE AT OUR EVENTS AND ON DIGITAL PLATFORMS, WE RECOMMEND A FISHING PRIZE OF 4 PAX 5 NIGHT STAY, OUT OF PEAK SEASON EXCLUDING ALL FLIGHTS AND TRANSFERS.**



\* based on a single TV show



\* based on a single TV show

THIS DESTINATION MARKETING PROGRAM RUNS FROM MARCH UNTIL FEBRUARY OF THE RESPECTIVE TWO YEAR PERIOD.





**roam free**  
a fishing conservation initiative

Our marine and fresh water environment is under severe threat. Not only from the contamination of our water resources, but also the unchecked decimation of our fish stocks. As tiresome as it is to hear, humans make up the chief consuming collective organism on the planet and the population explosion has lead to fishing pressure which is simply not sustainable.

Blame is generally laid at the feet of the commercial trawlers, but the incredible growth in recreational angling has had a marked impact on the diminishing catch reports. So, if we want our future generations to enjoy the exhilaration of game fishing, we have to install an ethos of catch and release. This is the impetus driving the conservation initiative - "roam free"

Aiming at educating everyone on what fish species are replenish-able and can be responsibly harvested and at promoting the sport of catch and release fishing.



## IN CONCLUSION

We own these detailed marketing and sales platforms, so we can guarantee you the advertising exposure when targeting fishing travellers worldwide.

We look forward to promoting your destination and growing your customer base.