

VALOR GAME CALLS | *CREATIVE BRIEF*

Tagline

Call of the Wild

Mission

To craft premium game calls that produce the authentic sound of the wild and cultivate comradery among waterfowl sportsmen.

Purpose

Valor Game Calls offers quality customization options for waterfowlers, along with standard options. Micah Smith realized he could create and customize any color, design, and logo to the calls while keeping high-quality integrity. Displaying this perspective will elevate the brand and market to the target audience through top-notch assets, including photography, videos, and language.

Voice and Tone

The voice of Valor Game Calls is a unique identity of the hunting enthusiast with an honorable lifestyle. Imagine the personality of a waterfowler who hunts for the joy of briefly mingling their life with that of a wild creature they respect and admire. There are no bad days in the duck blind because comradery with companions occurs among the great outdoors in the ironic atmosphere of relaxation and awaited tension. The tone is honorable and confident. This is a group that spends most of their pastime in the hunting game, so there needs to be an elevated standard and admiration for customization. Just as there is a symbiotic relationship between the waterfowl and waterfowler, the theme should display the same with the presentation and sound of a Valor game call. Special care must be taken with advertising and media initiatives so that this brand remains an identity this group wants to align themselves with and that it is the mark of a duck hunter.

Focus

Remain relevantly unique in the game call world. On digital media, display captivating visuals of the calls and merchandise being used to intrigue fellow sportsmen. Use language that fits the tone of the hunting game. Pique the interest of new buyers and keep current buyers proud to be a part of something effortlessly cool and honorable.

Goal

The goal is for continued growth while keeping the customization and quality of each product. In addition, elevate the presentation and identity of the Valor Game Calls brand. Further develop the characteristic of honor and effortless cool that buyers desire to be a part of.

Core Values

Live a life of valor.

Continually strive for improvement and innovation.

Master caller or beginner, everyone is fit for our game calls.

Craft and design each call to inspire hunting through customization.

Comprised of honorable, hardworking individuals all striving for the same common goal to deliver a quality game call.