

# CHESAPEAKE

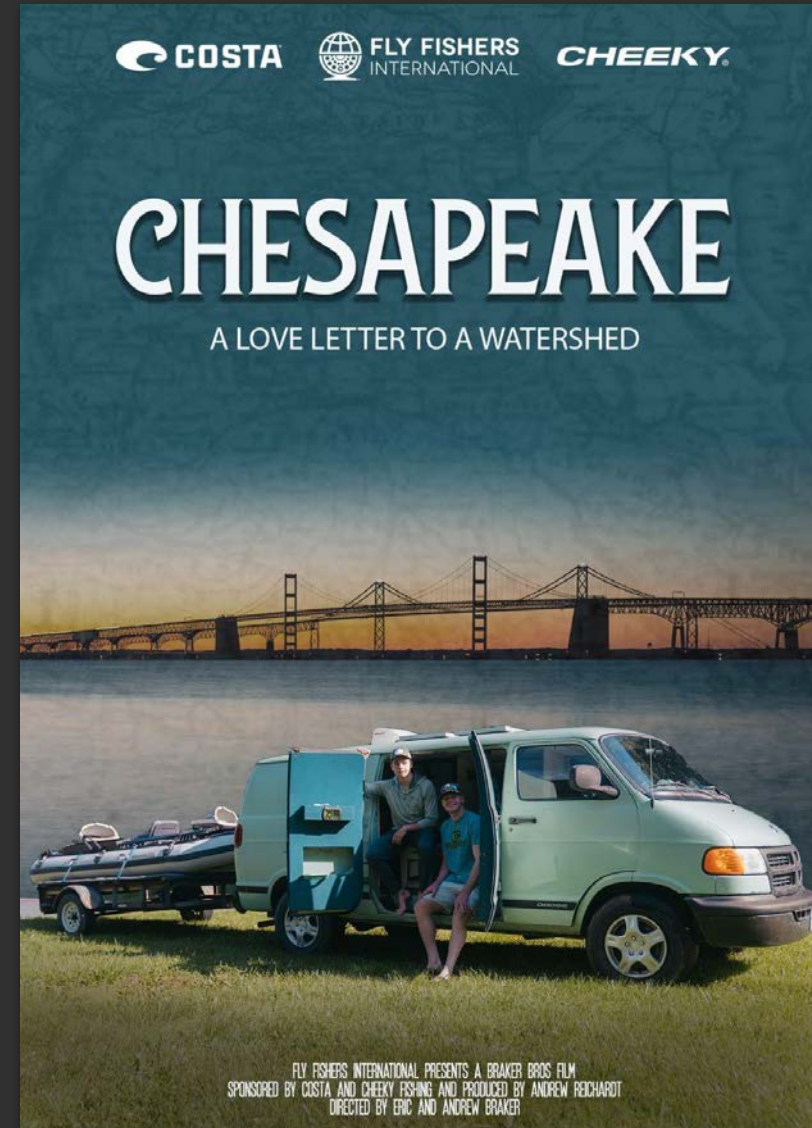
A Love Letter to a Watershed



FLY FISHERS INTERNATIONAL PRESENTS A BRAKER BROS PRODUCTION  
DIRECTED BY ERIC AND ANDREW BRAKER PRODUCED BY ANDREW REICHARDT  
SPONSORED BY COSTA AND CHEEKY FISHING POST PRODUCTION BY ERIC BRAKER

# OVERVIEW:

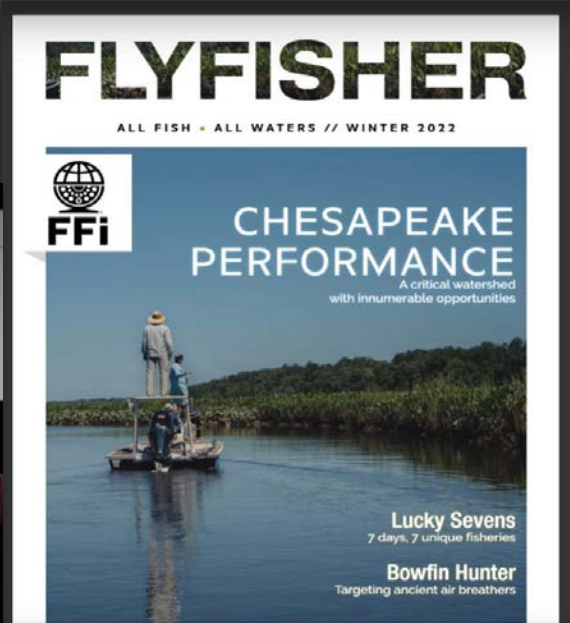
- Introduction
- Chesapeake Tales
- Film Viewing
- Campaign Results
- The power of Story
- Q&A







# Chesapeake Tales Campaign



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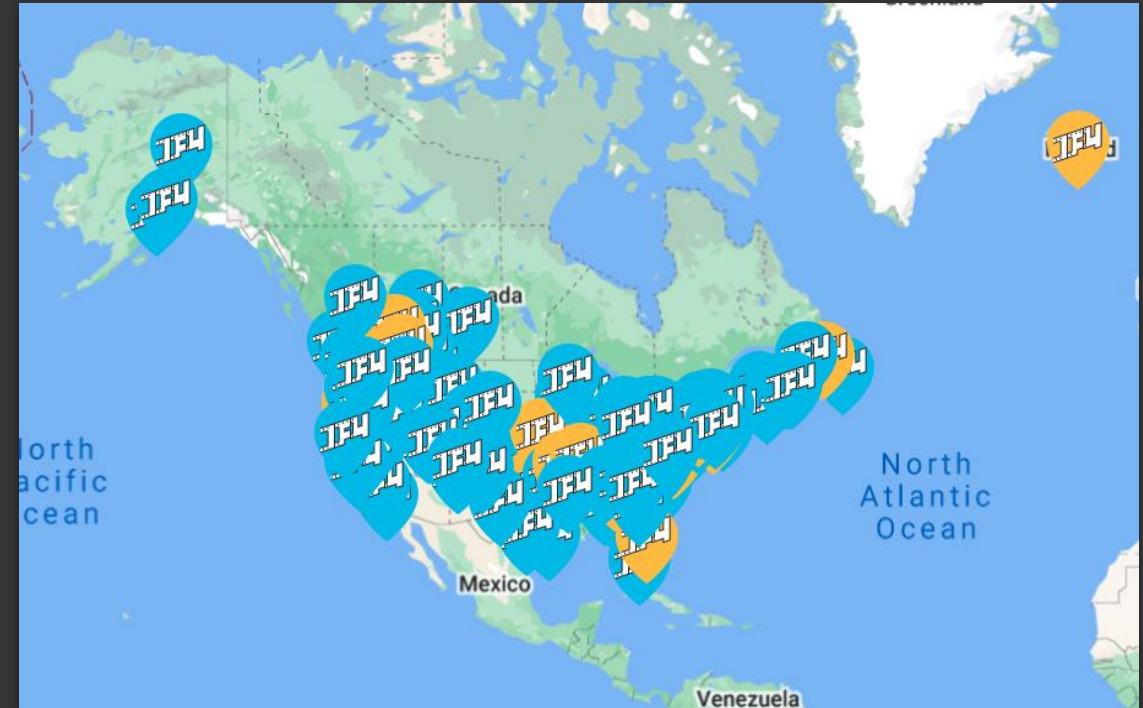


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# Campaign Success

- International Fly Fishing Film Festival
- Annapolis and Chesapeake Film Festivals
- 7-part video series streaming on YouTube and Carbon TV
- 20 podcast episodes | Winter edition of the Fly Fisher magazine
- Countless social media shorts made from film and series footage
- **Over 1 million impressions**



# Why does it matter?





“We cannot protect something we do not love, we cannot love what we do not know, and we cannot know what we do not see.”

Richard Louv





# The Power of Story



# Applying Storytelling to Your Work



- Understand your audience
- Simplify, simplify, simplify
- Tell real stories
- Focus on the “why”



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