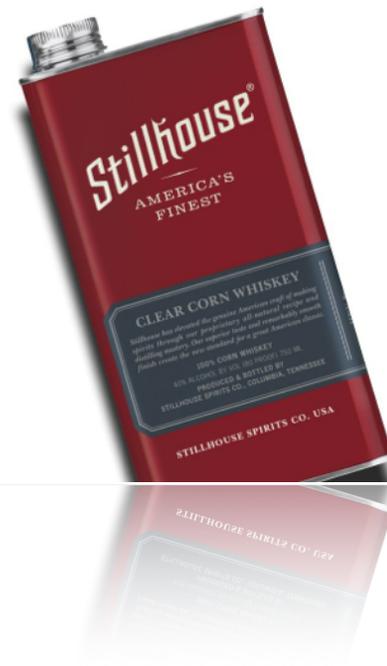


Build The Legend...



CAMPAIGN CONCEPT:

As **Stillhouse Spirits Co.** grows its brand, the company celebrates others who share their passion for the American spirit. Legends are not born- they're developed over time, via ambition, desire, ingenuity and through mastery of craft. Taking a cue from the past, this group breaks new ground on honored traditions. Watch *America's Finest* "build the legend" and inspire others to do the same, differently.

EXECUTION:

Produce a series of short, inspiring, biographical driven, cinematic films featuring bold American entrepreneurs, artists, musicians and companies who are actively *building the legend*- including current and aspiring legends. Beautifully filmed and produced.

Joint print and digital campaign shot by legendary music photographer, **Danny Clinch**.

#BuildTheLegend
#AmericasFinest

Sample of Featured Individuals:



Howard Stern

An American broadcaster and pioneer who became the face of an old medium that ushered in a new kind of content, format and delivery. Howard's innovative style and brash attitude sparked a loyal following that revered his authenticity and enigmatic sense of humor. He built his brand, his way. Often misunderstood and under appreciated, "*The King of All Media*" continues to reinvent himself, break fresh ground and **#BuildTheLegend**.



John Varvatos

Turned a personal passion for men’s fashion and music into an American business empire. John’s heroes were Ralph Lauren, Steve McQueen, Jimmy Page and Jimi Hendrix. Converted legendary New York City music club, CBGB’s, into his flagship retail store. Still holds concerts in the space. John and his self-titled, modern luxury clothing brand are the epitome of rock & roll cool. **#BuildTheLegend**



Cooper Hefner

Tasked with rebranding and rebuilding his father’s iconic international company. Young, ambitious and singularly focused, Cooper’s determined to lead *Playboy* back into the minds of modern men. How do you reimagine and evolve an all-American brand that already changed the world once? Just ask Hef’s son. He’s eager to tell you how to **#BuildTheLegend**.



RZA

Robert Fitzgerald Diggs is a rapper, author, actor, Grammy winning music producer, screenwriter and Director of Development for the ‘Hip-Hop Chess Federation.’ A Brooklyn born renaissance man of a new era, armed with an encyclopedia like mind of martial arts films, RZA vehemently cares about more than you know. **#BuildTheLegend**



#TeamNoSleep

SoCal collaborative, creative force in the street-art world. @angelonce, @goopmassta, @becsart, and @gobsone_, spray disruption at every turn- “Making The World Pink,” “Chasing the American Dream,” “Born With Style”...it’s art with no boundaries or limits. Their brands revolve around characters seen on clothing, figurines, accessories, and of course, walls. **#BuildTheLegend**



Elvina Beck

Founder and CEO of “Podshare” - an innovative travel concept that’s changing the face of social travel in America. Elvina says, “It’s a slumber party every night.” Born in Moscow, bred in Brooklyn, college educated in California. International explorer. Workaholic. **#BuildTheLegend**

Corey Good

Part-owner of “High & Tight,” a 1920’s themed Barbershop/SpeakEasy in Dallas, Texas. Get a haircut, a shave and a cocktail. What more could a man want? A lot more. That’s why Corey keeps grinding. Currently under construction: “The Pharmacy,” a cool, 50’s themed retro diner serving milkshakes and shots. **#BuildTheLegend**



Select Music:

“Happy” by Rolling Stones

“Rebels” by Tom Petty and the Heartbreakers

“Wrecking Ball” by Miley Cyrus

“American Oxygen” by Rihanna

“You Can’t Stop Me Now” by RZA

“Dream Big” by Nils Lofgren



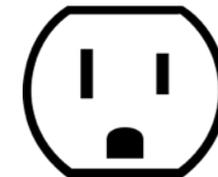
Five Questions for Subjects:

1. When did you know what you wanted to do?
 2. How did you make it happen?
 3. What makes you different?
 4. What advice do you have for those chasing a dream and building their legend?
 5. What’s next for you?
- All subjects deliver tag phrase, “Build the legend” to camera.



DISTRIBUTION OUTLETS:

- Digital
- Print
- Outdoor
- Whiskey and Spirits Blogs/Publications
- Movie Theaters (pre-movie advertising on the silver screen)
- Social Media
- EPK



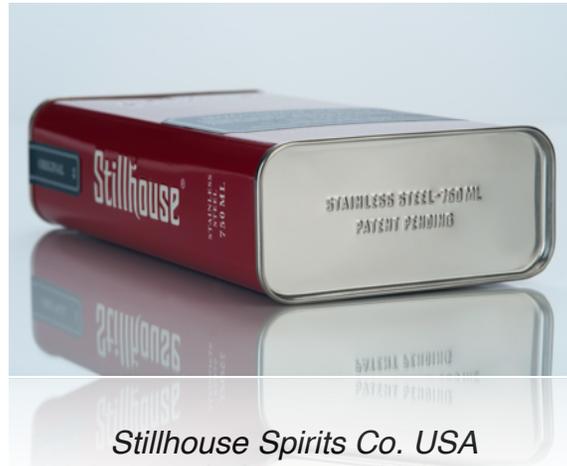
POTENTIAL NON-PROFIT PARTNER:

Spirit of America is a Los Angeles based not-neutral NGO providing patriotic assistance in the world’s toughest places.

<http://www.cbsnews.com/news/american-charity-sends-boots-to-kids-displaced-by-isis/>



Build The Legend - an original campaign for **Stillhouse Spirits Co.** by Steve Matoren 818.749.6313/buttsintheseats@yahoo.com 2017.



Stillhouse Spirits Co. USA
reminds you to drink
and live responsibly,
dream irresponsibly.

BUILD THE LEGEND
#AmericasFinest

Created by:
Steve Matoren
Writer/Producer/Director
Butts In The Seats Productions/2017
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