



Brand Outline

Brand Messaging & Mission Statement:

"Our passion is telling stories of the unsung heroes. Tales of truth, integrity, grit, perseverance, courage, & humility."

Hatchee Productions is a video production/photography company based in the small town of Opelika, Alabama. Hatchee is a weird name, what does it mean? Well, Hatchee means "running water" in Muscogee (creek) and around these parts you will see the word Hatchee along with many other native words everywhere. To us, the word Hatchee means everything. Running water represents life, travel, fellowship, strength, nature, and tranquility. Without running water, we are nothing, so the word Hatchee is powerful and holds many meanings to different people. Even the idea of Hatchee Productions was born on the river so our ties to the word Hatchee run deep.

We aren't a bottled water company though, we aren't a river rafting service, and we aren't an Indian preservation. So why name a company who specializes in film and photography Hatchee? There is a famous quote from The Dead Poets Society, and it goes like this:

"Medicine, law, business, engineering, these are noble pursuits and necessary to sustain life. But poetry, beauty, romance, love, these are what we stay alive for."

Hatchee Productions may not provide goods and services that sustain life, but we tell stories that make life worth living. We tell stories that inspire others to want to live a life full of virtue and passion. So no, we aren't carpenters, engineers, or physicians whose professions help keep us alive, but we do aim to breathe life into others through the stories of the unsung heroes.

Brand Background:

The inspiration for Hatchee Productions came from a simple conversation we had over a few beers on the Tallapoosa River. It stemmed from one simple question, "What do you enjoy shooting the most?"

We all arrived at a very similar answer, "I like shooting people doing manly things." Well, that sounds simple enough but what does that mean exactly? We came to the conclusion that someone who is manly isn't just someone who has a beard, lifts heavy things, drinks whiskey straight, or drives a big truck; being manly means being resilient, reliable, honest, fair, humble, prudent, disciplined, loving, intentional, one who stands for what they believe in, one who means what they say, one who asks for nothing in return, and one who provides for their loved ones no matter what. That is what it means to be manly and those are the types of characters we want in our stories.

We want to tell stories of men and women who aren't afraid to get their hands dirty. Stories of those who don't want the spotlight. Stories that would go unseen and unheard unless we shed light on them. We want to tell those real stories that show true grit and character. Inspiring others and showing what it means to have virtue is what we are passionate about and that's our goal with Hatchee Productions.

Together we have over 25 years of experience in the world of video production, photography, and video editing. We want to use our skills and experience to craft timeless pieces of art that will last a lifetime.

Tag Lines:

"Stories with grit."?

"Stories of Truth."?

"Our passion is telling stories of the unsung heroes. Tales of truth, integrity, grit, perseverance, courage, & humility."

Need help on this one.

Key Messaging Points:

- There is no special sauce. We don't have a magic wand we can wave to make a video go viral. We aren't in the business of instant gratification, viral reels, or trendy audio. We are in the business of authenticity. We want to stay true to the stories each individual or business wants to tell. Each of these stories will directly reflect the redeeming characteristics of the individual or business that will help brand them in the most effective way possible. We create timeless pieces they can use for years to come.
- When most people think of video production/photography they think of bright lights, big cameras, monitors, and microphones everywhere and while all of that is part of the process, it's only a small part of the process. For a production to be successful and for a story to be effective the pre-production must be the main focal point. The script writing, scouting, storyboarding, planning, logistics, and discovery meetings are essential and once those items are completed then we can have a successful shoot day.
- Action. Physical action, exercise, working with hands, tangible items.
- We get the shots no one else can get. Aerials, rolling, cable cams, fpv,
- Quality with character.
- Cinematic ,character, imperfections, stylized.
- Outdoors/sports: running, biking, swimming, hiking, rafting, fishing, hunting, sports, football, basketball, baseball, soccer, tennis, golf, etc.
- Blue collar: carpentry, contractors, welding, construction, etc.
- Top notch gear: Cinema cameras, lighting, audio equipment, drones, production cart, directors monitor, etc.
- Landscapes: mountains, rivers, valleys, trees, ocean, lakes, forests, etc.

Benchmark Brands:

Talweg Creative (Sante Fe)

Vibra Studios (San Diego)

Pure Cinema (San Diego)

Gear Seven (Nashville)

Target Audience:

Area -

Hatchee Productions seeks to position itself as the forefront of cinema and storytelling in Alabama. Instead of searching for high quality production in larger cities such as Atlanta and Nashville we want brands to recognize that we can offer that type of production quality right here in Opelika, AL. As Alabama natives, we understand the culture of the South and we know how to tell the local stories without losing their charm and nuance, which makes our area so unique. We want Hatchee and East Alabama to be recognized as destinations for art, photography, storytelling and film.

Audience –

We tend to attract the more blue-collar style mentality whether that involves hunting, fishing, construction, or anything outdoors. That comes with the territory. We like to be outdoors, so we attract others who like to be outdoors and who like working with their hands. The blue-collar mentality aligns with the characteristics of the stories we want to tell which makes it easy for us to collaborate.

Sports are something we all enjoy as well. Sports often tell the best stories, and those stories are about grit, perseverance, courage, and integrity.

We like working with those who are willing to stand for something. Those who have conviction and don't shy away from hardship. People who don't make excuses and never play the victim. We want to work with people/brands who know who they are and are proud of what they have built.