

HELLBOY

SYMBOLIC ORGANIZATION TRADEMARK BUSINESS IDENTITY BRAND PRODUCT ADVERTISING VALUABLE BRANDING DIFFERENCE BRANDED
CONCEPT CONTENTS
INDIVIDUAL CREATED SPECIFIC PRODUCTS FRANCHISE
BRANDED
BRAND MARKETING TARGET IDENTIFICATION CONSUMER TRADE
CUSTOMER VISUAL RECOGNITION CONSUMERS GLOBAL
IDENTITY
CUSTOMERS QUALITIES GOOD
QUALITY
MANAGEMENT
GOAL



HELLBOY

HELLWATER

“Hellishly Delicious”





EXECUTIVE SUMMARY

We deeply appreciate taking time out of your busy schedule to review Hellboy Hell Water Cinnamon Whiskey. Our support and brand building commitment to our distributors is that of our own family. We will provide the below summary of support and programming for each distributor.

THE PROGRAMMING IS AS FOLLOWS:

- 100 Plus Comic Cons Conventions
- High Retail and Distributor Margins
- Highest Quality Craft Cinnamon Corn Whiskey
- Distributor Support, Programming and Continued Market Visits.
- Marketing & Advertising Programs For Short and Long Term Success.
- Effective Point of Sale Materials, Posters, Shelf Talkers and Table Tents.
- Local, State and National Press Releases, Marketing, Commercials & Advertising
- Multi Day Product Launch, Ride Along, Key Visits and Chain Store Representation





A & P FUND

\$500 Fund per Pallet Ordered

We Provide Additional \$500.00 Per Pallet of Below Items As Front Loaders and Promotions of Hellboy Hell Water Locally

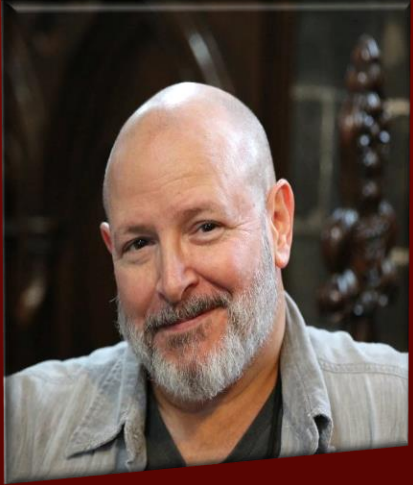
Product Description	Cost
50 / 50 Cotton Blend T-Shirt Two Color Front & Back (M-XL)	\$10.00 Each
50 / 50 Cotton Blend T-Shirt Two Color Front & Back (XXL)	\$12.00 Each
50 / 50 Cotton Blend Ladies Hellboy Brand Ambassador Tanks	\$12.00 Each
72" Wide x 36" Tall Vinyl In / Outdoor Hellboy Hell Banner	\$75.00 Each
32" x 66" Tall Hellboy Standup For On / Off Premise Accounts	\$35.00 Each
11" x 17" Posters, Shelf Talkers and Artwork Flash Drive	Free

* *Minimum 5 Stands Ups Per A & P Fund Order For On & Off-Premise Displays*



HELLBOY

Mike Mignola, HELLBOY CREATOR



Mike Mignola's Hellboy took the comics industry by storm with Dark Horse Comics' 1994 launch of Seed of Destruction. Since that time, the world's greatest paranormal investigator has become an international phenomenon spawning hundreds of comic books and graphic novels, lines of collectible products, two video games, two animated features, and two major motion pictures directed by critically acclaimed director Guillermo del Toro.

Hellboy, with millions of copies sold, has been translated into over twenty-seven languages worldwide and earned more than forty industry awards. The Mignola-verse consists of hundreds of comics and graphic novels appearing repeatedly on the New York Times Best Seller list.

Hellboy has become much more than simply a comic book character; he has become part of the pop culture public consciousness. His popularity, as well as his universe, continues to grow.....





HELLBOY HISTORY

Hellboy is a creature, summoned in the final months of World War II by Grigori Rasputin on Tarmagant Island, off the coast of Scotland, having been commissioned by the Nazis to change the tide of war ("Project Ragna Rok"). As a direct result of this ritual, he appears on Earth in a fireball in a ruined church in East Bromwich, England, on December 23, 1944.

Taken by the United States armed forces to an Air Force base in New Mexico, Hellboy is raised by the United States Army and by the Bureau for Paranormal Research and Defense (BPRD), a private organization dedicated to combating occult threats. However, it is not until he eats his first human meal (a meal of pancakes) that he is forever bound to the mortal world.

As an adult Hellboy becomes the primary agent for the Bureau for Paranormal Research and Defense, a fictional organization charged with protecting America and the world from the occult, paranormal and supernatural. It maintains the services of several supernatural persons, including [Ila3q](#). The BPRD is a well known and respected organization that has excellent relations with most international governments and United States government agencies, with the exceptions of China and the CIA.



HELLBOY

Craft Cinnamon Corn Whiskey

Hellboy Hell Water Cinnamon Whiskey is craft distilled and hand bottled in the Smokey Mountains by XXX Distillery LLC. The distillery is located in Pigeon Forge Tennessee, an ear shot from Patriot Park.

Hellboy Hell Water is micro- distilled, bottled and styled in the old traditional process of making Southern Corn Whiskey. Old fashioned corn whiskey uses only the finest natural ingredients, spring water, glassware and craftsmanship.

- 1) High Quality 66.6 Proof
- 2) Micro-Distilled / Hand Crafted / Small Batches
- 3) Proprietary Mashbill – Corn, Wheat and Barley
- 4) Natural Cinnamon Flavoring (Devilishly Delicious)
- 5) English Mountain (Smokey Mountain) Spring Water
- 6) Finest 750 ML Bottle / Glassware & Tamper Proof Caps





Handcrafted Cinnamon Whiskey

Hellboy Hell Water Cinnamon Whiskey is micro-distilled, and styled in the old traditional process of making Southern Corn Whiskey. Old fashioned corn whiskey uses only the finest corn, wheat, malted barley, natural ingredients, spring water, glassware and craftsmanship. Old Fashion Smokey Mountain Whiskey

- 1) We first cook down our Hellboy proprietary Mashbill using only the finest quality corn, wheat and malted barley.
- 2) We then distill at high temperatures in the old tradition of corn whiskey a rich, thick mash and let cool.
- 3) Our master distiller then adds just the right amount natural cinnamon flavor to produce a whiskey that's unmatched in quality or taste.

HAND CRAFTED



HELLBOY

Handcrafted Cinnamon Whiskey



← Tamper Proof Red Twist Off Cap

← Finest Double Pinched 750 ml Glass Bottle

← English Mountain Spring Water (Smokey Mountains)

← Micro-Distilled, Smokey Mountains

← 66.6 Proof Cinnamon Corn Whiskey

← Glossy, High Recognition Brand Name Label



HELLBOY Vs FIREBALL

Hellboy Hell Water

Micro Distilled
Hand Crafted
Better Tasting
American Corn Whiskey
Slightly Higher Priced
American Super Hero

Fireball

Mass Produced
Machine Bottled
Bad Aftertaste
Canadian Whisky
Slightly Lower Priced
Demon





COMIC BOOK INDUSTRY

Three Publishers Changing The Comic Book Industry



In a North American comic book market estimated to be at least \$800 million, independent titles draw in fresh audiences, excite old fan bases hungry for new stories and underwrite the companies' original series.



Comic Books are selling better than they have in 20 years — here's why they're so popular Jul. 15, 20



The resurgence of comic books: The industry has its best-selling month in nearly two decades



HELLBOY

BRAND RECOGNITION



Comic Book Motion Pictures!

Comic Book Motion Pictures



HELLBOY

Comic Cons

100 Plus Scheduled
Across America with
Many Over 150,000
Attendees !!!





BRAND RECOGNITION



Hellboy Movie - Over 1,000,000 Followers
Dark Horse Comics – Over 750,000 Followers



Twitter Dark Horse Comics – Over 380,000 Followers

Comic Book Consumers – Over 24 Million Americans

100 Plus Comic Book Conventions / America, NY & San Diego
Over 150,000 Attendance

\$800,000,000 / Amount Americans Spend On Comic Books

Over 100 Comic Book Conventions Across America

Market Research Says 46.67% of Comic Fans are Female

100 Plus Scheduled
Across America with
Many Over 150,000
Attendees !!!





MARKETING & ADVERTISING

- Industry Print Ads
- Comic Con Conventions
- Press Release and Industry News
- Promotional On-Premise Tastings
- 30 Second Commercials & Radio Spots
- Local, State, Regional and National Advertising
- Great On and Off Premise Point of Sale Materials
- Bottle Signings & Event Parties At Larger Comic Cons
- Posters, Shelf Talkers, Table Tents & State Specific Sales Sheets
- Interactive Website, Blogging, Internet Ads & Social Media





DISTRIBUTOR SUPPORT

- Exclusive Distribution Territory
- Product Launch, Support & Training
- Distributor Service Representative (DSR)
- Chain Store Representation and Buyer Relations
- Two Sample Cases Per Pallet for First Two Orders
- \$1.00 Bottle (Co-Op) with Distributors A & P Fund
- Press Release Announcements To Industry Publications
- State and National Tradeshow Participation & Tastings
- Custom Designed POS Materials, Websites & Social Media
- Posters, Shelf Talkers, Table Tents & State Specific Sales Sheets





KEYS TO BUILDING BRAND

- Brand Recognition
- Product Launch, Support & Training
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- Chain Store Representation and Buyer Relations
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PRODUCT LAUNCH

First Day (Afternoon or Morning Launch)

- Hellboy Sales Presentation
- Sales Sheet, Pricing and Sales Incentives
- Point of Sale Materials Review and Examples
- Package Placement In On & Off-Premise Accounts
- Key Account Market Visits, Tastings, Ride A-longs with Managers
- Meeting with Distributor Graphics Dept. To Give Artwork Flash Drive



Second Day In Market (On & Off-Premise Managers)

- Lunch with Both On & Off-Premise Managers
- Off-Premise Manager Ride Along To Key Accounts
- On-Premise Manager Ride Along To Key Accounts



HELLBOY



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PRESTIGE IMPORTS, LLC

