

MARKETING UPDATE

CAMPAIGN UPDATES

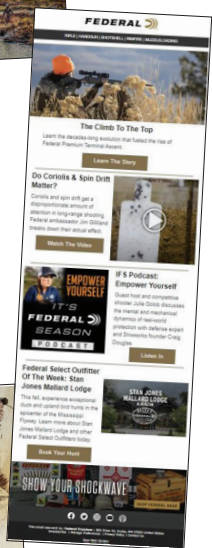
FEDERAL SELECT OUTFITTERS

The Federal Select Outfitters program got a whole new campaign with print and digital ads being placed this fall in publications including *Petersen's Hunting*, *Sports Afield*, *Field & Stream*, *Outdoor Life* and *Covey Rise*.

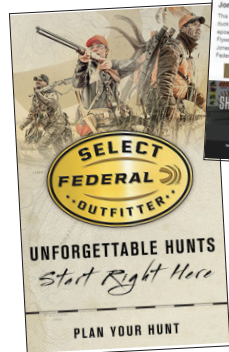
PRINT ADS



ENEWS



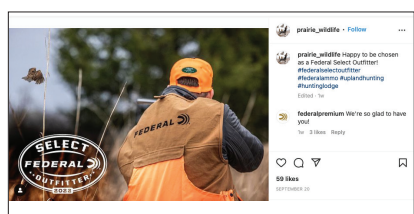
DIGITAL AD



WEBSITE



We also met one-on-one with each select outfitter to discuss cooperative marketing and best practices.



30 SUPER CARRY MUZZLE RISE VIDEO

We designed 30 Super Carry in part to provide the same power as 9mm Luger with less muzzle rise. To demonstrate, we outfitted comparable pistols with a MantisX sensor and recorded results head-to-head. This new video is displayed on the 30 Super Carry landing page and will be featured in social media posts and eNews.



UPDATED 30 SUPER CARRY 360 SELL SHEET

We have combined and updated the 30 Super Carry 360 sell sheet to include all brands and new assets.



MEDIA MATTERS

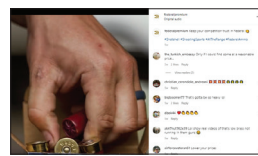
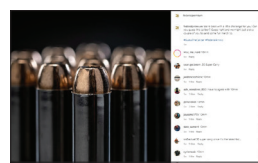
With nearly half of the year gone, the ammunition PR teams have generated a lot of buzz in the industry's top publications. The numbers have been impressive as the ad equivalency of the captured editorial has reached nearly 75 percent of the yearly goal! More than 900 print stories and 850 digital stories have been generated on new products like 30 Super Carry, Federal Punch, and Remington Core-Lokt Tipped. The celebration of Federal's 100th anniversary has made headlines across the industry and many of the top publications have highlighted the historical significance.



SOCIAL

FEDERAL

Federal wrapped up the final month of summer with a bang through interactive content, celebrating #TeamFederal wins and teasers into the hunting seasons. We brought back the ever-popular "Guess the Caliber" campaign, that across the board saw 141.5k+ impressions and 11.8k+ engagements. Our most popular video piece was a Reel collab with ambassador Josh Froelich. This Reel saw 60k+ impressions and 3k+ engagements on our Instagram alone. We also began our "It's Federal Season" hunting campaign with a few pieces



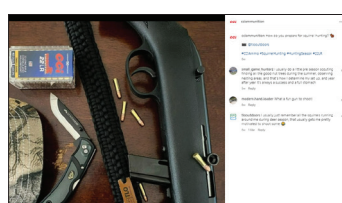
to get our audience eager and ready for the season ahead. With this, we posted with Rob Roberts on the promotion of the Federal Custom Shop load—a post that saw 63.7k+ impressions and 2.2k+ engagements thanks to our newly implemented collaborator tactic.

SPEER

Speer audiences are appreciating the increase in Reel content we've been pushing on our channels. With nearly 7k views, we've continued to see a steady stream of growth for the brand. We've also implemented collaborator posts with



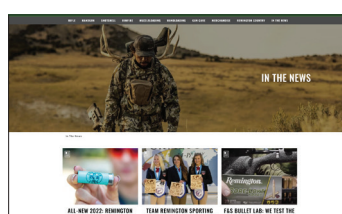
CCI



We've continued to grow CCI as a fun and unique brand. Our most popular post was a UGC piece we used to gain interaction from our following, and did just that with 21k+ impressions and 1k engagements. CCI has also utilized Reel content to assist in audience growth,

with 18.3k+ video views across the board in August alone.

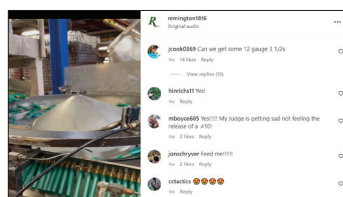
REMINGTON



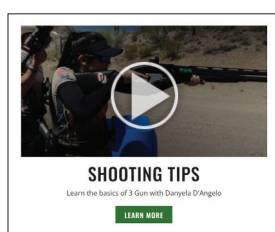
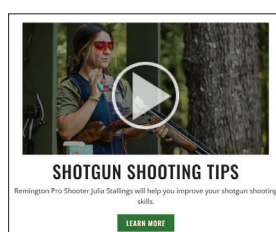
REMINGTON NEWS

Want to read the latest and greatest articles about Big Green? Check out the website's new "In The News" tab.

This .410 production video was viewed more than 320k times. It received more than 19k likes and 380 comments.



Check out the "How To" section on Remington.com. We have shooting tips with Remington ambassadors Danyela D'Angelo and Julia Stallings. If you are looking to get in shape for hunting season, stay tuned for our workout series with CrossFit Champion Matt Hewett.



CAMPAIGN UPDATES

New print ads: Core-Lokt Tipped and Premier Accutip Slug



GO 2022 Catalogs:

[Alliant Powder](#)

[Federal](#)

[Law Enforcement](#)

[Remington LE](#)

[CCI](#)

[HEVI-Shot](#)

[Remington](#)

[Speer](#)

FEDERAL

SPEER

CCI

Remington

