

# MEDIA REQUIREMENTS

## REQUIREMENTS

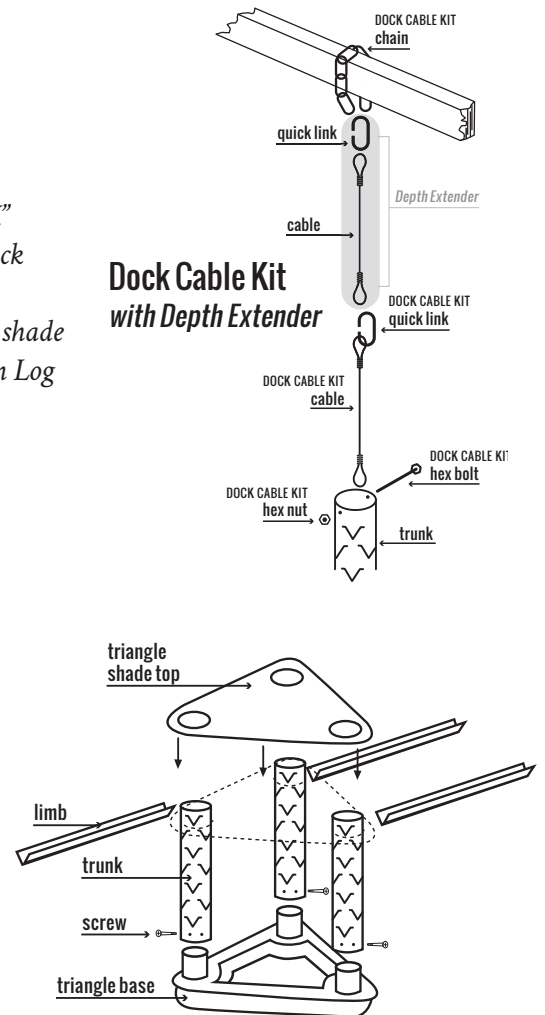
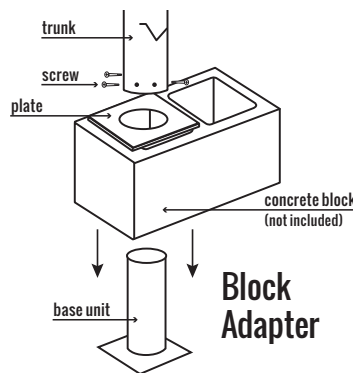
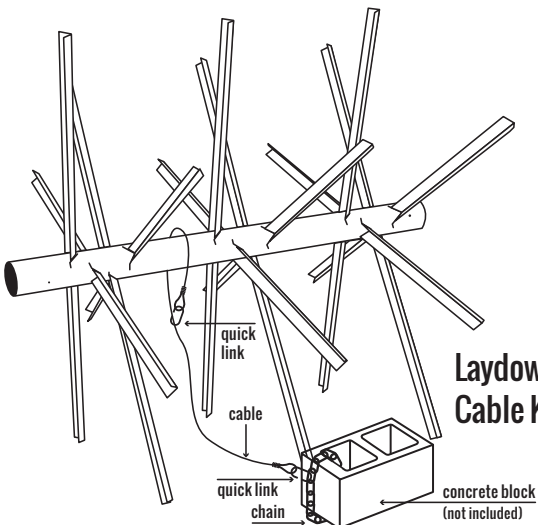
- All products must be used as described and intended by MossBack Fish Habitat and not altered in any way.
- Products must be presented as they are sold to our customers. Use all the limbs, place the product on a block adapter, use a cable, or base and shade top as is pertinent to the particular product.
- All terms (see below) must be adhered to when describing the product/brand.
- All people featured in the pictures/videos must be presentable (appropriate clothes, hair, and language).
- Please be aware of your background, make sure things like alcoholic beverages are not seen.
- MossBack apparel should be worn when available.
- All videos must be submitted to Tracey Rosenau for approval before posting. Facebook and Instagram Lives must be approved and discussed beforehand.
- MossBack Fish Habitat will receive a copy of any videos made to use for their own marketing.
- Do not promise follow-up videos without providing them. You might consider being more general here.

## TERMS

One of the most important parts of building a brand is making sure that we use the same terminology, colors, and even capitalization across the board. Below is a list of those terms that must be used every time they are mentioned.

- The company name is MossBack Fish Habitat. It must be spelled exactly like this and said exactly like this whenever mentioned (*note the capital B*). Please make sure to **not use** our old name “MossBack Fish Attractor” or “MossBack Fish Rack.”
- The website is [www.MossBackFishHabitat.com](http://www.MossBackFishHabitat.com) (*note the full name*)

Term to Use	Meaning
Trunk	The PVC pipe used as the main shaft of the tree
Limb	The V-shaped inserts that go in the trunk. The “v”s always point up in all vertical products like the letter “V.”
Block Adapter	The attachment that connects the trunk to the cinder block
Triangle Base	The base that holds the trunks used in kits
Triangle Shade Top	The flat triangle piece placed at the top of kit to provide shade
Laydown Cable Kit	The kit used for attaching a concrete block to a Laydown Log
Dock Cable Kit	The kit used to suspend dock products
Depth Extender	Additional cable used for extending the cable kits for deeper placement of dock products



# MEDIA REQUIREMENTS *(cont.)*



## BENEFITS

*These points are some of the many benefits of using a MossBack habitat vs. natural habitat. These points can and should be mentioned as often as possible when filming or posting.*

### ***Benefits Compared to Natural Habitat***

- MossBack Fish Habitat does not deteriorate and doesn't add biomass to your pond decreasing water depth.
- Lures and hooks do not get permanently hung up causing line breakage.
- MossBack Fish Habitat does not need to be replaced every few years.
- MossBack Fish Habitat works well in conjunction with natural habitat and designing specific fish habitat goals for your pond and fishery.
- MossBack Fish Habitat is much less labor intensive to acquire and deploy. In addition, it is much quicker to put out and does not create the mess in your boat that trees would make.
- A South Dakota State University study (*An Evidence-based Approach to Habitat Management*) showed a significantly higher Largemouth Bass catch rate fishing over MossBack Fish Habitat compared to natural habitat.

### ***Benefits Compared to Other Fish Habitat***

- MossBack Fish Habitat products are made with 100% recycled American-sourced PVC and are environmentally safe.
- MossBack Fish Habitat offers more shade with our patented limb design and shade top. Shade top reduces water temperature, which attracts more fish.
- MossBack Fish Habitat's textured surfaces easily grows Periphyton making each structure a living piece of habitat.
- Our one-of-a-kind V-shaped limb offers two unique features:
  - The V-shape limb promotes the collection of sediment additionally increasing Periphyton (plant-like growth) on the product.
  - The V-shape limb, along with its flexibility, significantly reduces angler snagging.
- MossBack Fish Habitat offers many different product designs and functions for the goals that you have for your lake, pond and/or fishery.
- MossBack Fish Habitat assembles easily making installation a manageable task.
- Experienced and knowledgeable customer service makes it easy to do business with MossBack Fish Habitat.
- Studies and observations have shown that when MossBack Fish Habitat is installed fish will often times inhabit and utilize the structures immediately.

## ADDITIONAL TALKING POINTS

***Assembly/Installation*** MossBack products arrive boxed with clear product assembly instructions. Products can be assembled in your boat (depending on number of products) or on the bank depending on where you plan to place the habitat. Show unboxing, assembly (noting the correct orientation of the V-shaped limbs), ease of moving product once it's assembled, and placing the habitat. Include live scope or underwater footage of the product and point out how quickly fish come to the product after it is in the water. Fish over/near the product to show how easy it is to catch fish and how lures don't get hung up on limbs.

***Product Weighting*** MossBack products will sink and stay on the bottom of your body of water. However, we recommend that you weight your products especially in moving water. For single products, we have a Block Adapter (not included) allowing you to easily attach a ½ or full concrete block to the bottom of your product. For Laydowns, you can attach a concrete block with the cable provided. For product Kits, please use a concrete block or bag of concrete in the base of the product. The Dock Pro Kits come with cable kits for hanging and do not need to be weighted.

# MEDIA REQUIREMENTS *(cont.)*

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**Water Depth** MossBack products are available for all water depths. Shoreline habitat (Root Wad and Root Wad Kit) are perfect for 3-5 ft. water depth. Spawning Beds can be used in 3-8 ft. water depth. Shallow water habitat (Safe Haven, Trophy Tree, and Predator Prey products, kits, and laydowns) work well in 5-8 ft. water depth. Deep water habitat (Safe Haven XL and Trophy Tree XL products and kits) are perfect for 8 ft. or more water depth. John Godwin Signature Crappie Tower products can be used in 10 ft. or more water depth. Dock products are also available for multiple water depths.

**Limb Patterns/Placement/Texture** MossBack products use two distinct limb patterns: open, which encourages sport fish to rest and wait for ambush opportunities (i.e. trophy tree products), and condensed, which provide sanctuary for bait fish (i.e. root wad, safe haven, and spawning bed products). Changing position of the limbs within the trunks can expand the size of the Kit products. Limbs can be moved in or out as desired to change the volume of coverage in our Kits. Limbs can be pulled out further in an alternating pattern to increase coverage for our single habitats as well. For Laydowns, changing the limb position can give fish the chance to hide under the trunk of the product much like bass hide under a fallen tree. Leave at least 4" of the limbs on one side. Limbs are uniquely textured to promote plant growth, which becomes the beginning of the food source cycle by feeding bait fish.

**Budget** Any added fish habitat will improve your fishery and fishing in your pond or lake. A MossBack Fish Habitat recommendation can be implemented over time to reach the full fish habitat recommendation because MossBack Fish Habitat do not deteriorate and are made to last a lifetime. Not having enough fish habitat is costly in terms of the quality of fish, the recruitment of new fish and the fun you miss out on when the fishing is poor.