



# WILD ESCAPE

with  
**MATTHEW  
FARRAR**

**SERIES  
OVERVIEW**



# WHAT IF...?

THERE WAS a show that not only awakened the adventurer within you, but ignited your sense of stewardship for our world...

...one that takes you from the comfort of home into the breathtaking expanse of the wild, all while engaging in authentic, compelling, and raw conversations with some of our planet's most fascinating individuals?





## DIVE INTO THE UNTAMED BEAUTY

of our planet with *Wild Escape*, a one-of-a-kind fusion of conservation documentary and travelogue. Hosted by Matthew Farrar, a passionate outdoorsman and captivating storyteller, *Wild Escape* takes you on a breathtaking journey with fascinating guests. The series unveils the powerful stories driving our world's influential figures, while revealing our intricate relationship with the world around us.



EKDRON  
PRODUCTION



## WILD ESCAPE WITH PATRICK FORD

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# TONE & STYLE

*Wild Escape* offers a unique blend of exhilarating outdoor adventure, emotional depth, and reverence for the natural world. The show is imbued with warm and inspirational tones, engaging viewers with its breathtaking views, authentic conversations, and entertaining adventures.

The visual style contrasts the raw and unspoiled beauty of natural locations with dynamic activities and the nearby dining, nightlife, and shopping options. Each episode seamlessly transitions between high-energy adventure and reflective dialogue, all while maintaining a strong narrative thread centered around passion, personal growth, and the transformative power of the wild.





# WHO IS MATTHEW FARRAR?

**If there's one thing he is, it's predictably unpredictable.**

Matthew turns nature's call into stories worth telling, and is a dedicated innovator who constantly finds himself at the edge of fresh ideas.

In *Wild Escape*, Matthew seamlessly blends his role as a passionate outdoorsman, tour guide, naturalist, and captivating storyteller, and brings viewers on a journey with guests who are as intriguing as the landscapes they traverse. His unique approach uncovers the compelling stories that propel our world's influential figures, while simultaneously peeling back the layers of our relationship with our world.

Each episode of *Wild Escape* is an immersive experience that echoes deep within the viewer, achieving a harmony of authentic storytelling and engagement.



# MATTHEW'S EXPERIENCE

Matthew, a Floridian through and through, found his love for nature amidst the Gulf of Mexico's clear waters and the rich diversity of Florida's state and national parks. His travels - from the snow-capped mountains of Switzerland and sunny shores of Greece, to some of America's most majestic natural spaces - not only add stamps to his passport, but inspire him to translate the world's natural beauty into compelling stories.

Previously, Matthew co-founded SDS, a marketing firm repeatedly listed on the Inc. 5000 annual ranking of the fastest-growing privately held companies in America.



## So, whether knee-deep

in a Florida swamp capturing the perfect shot, or in his post-production studio fine tuning content for release, one thing remains constant: **his drive for authenticity and passionate storytelling.** This - combined with his creative innovation, technical expertise, and affable personality - makes Matthew not just the man behind a camera, but an innovator transforming the landscape of content production.





## WILD ESCAPE

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## WILD ESCAPE

## TONE & STYLE

- Stunning aerials, intimate shots, underwater cameras, and FPV views of the adventure
- Close-ups of profound conversational moments, capturing the raw emotions and deep insights shared by the guests
- Inspirational outdoor lifestyle imagery, **showing diverse groups of people** actively engaging with the environment in an enjoyable and responsible way



# TARGET AUDIENCE



## OUTDOOR ENTHUSIASTS (GEAR SPENDERS)

- Hikers, campers, & adventure seekers



## LIFESTYLE ADVENTURERS (TRAVEL SPENDERS)

- Interested in travel, culture, & new experiences
- Not necessarily interested in strenuous outdoor activities



## TECH ENTHUSIASTS (EARLY ADOPTERS)

- Cutting-edge tech used in the planning, navigation, conservation, & production



## SOCIAL-IMPACT DECIDERS (PASSIONATE VOICES)

- Support brands + leaders that align with values; particularly sustainability, conservation, & societal progress



## LEADERS & EXECUTIVES (DECISION-MAKERS)

- Executive leadership + those involved in politics, community activism, or public affairs
- Host's background + insight + ability to create genuine conversations with leaders about their passions, the public, & the purpose of protecting our world



## YOUNG OUTDOOR ENTHUSIAST (18-32)

- College and/or early career aged
- Interested in travel, eco-tourism, & high-energy recreational activities
- Enjoys adventure; avid consumers of outdoor + travel content



## MID-AGE NATURE ADVOCATE (29-54, FEMALE)

- Female skew; loves nature & wants to protect it
- Established careers; value quality content that stimulates thought + entertains
- Disposable income to support brands, attend experiences, & purchase merch



## HIGH NET-WORTH INDIVIDUALS (HNWI)

- Significant brand partnership opportunities
- Substantial financial holdings; high disposable income; indulge in premium outdoor experiences; drawn to high-quality thought-provoking content



## FANS OF COMPARABLE SHOWS

such as *Running Wild with Bear Grylls* or *Expedition Unknown*

- Originality; advanced tech, unique perspective of the host, & blending of outdoor adventure with cultural insight, travel, & exploration of wild spaces



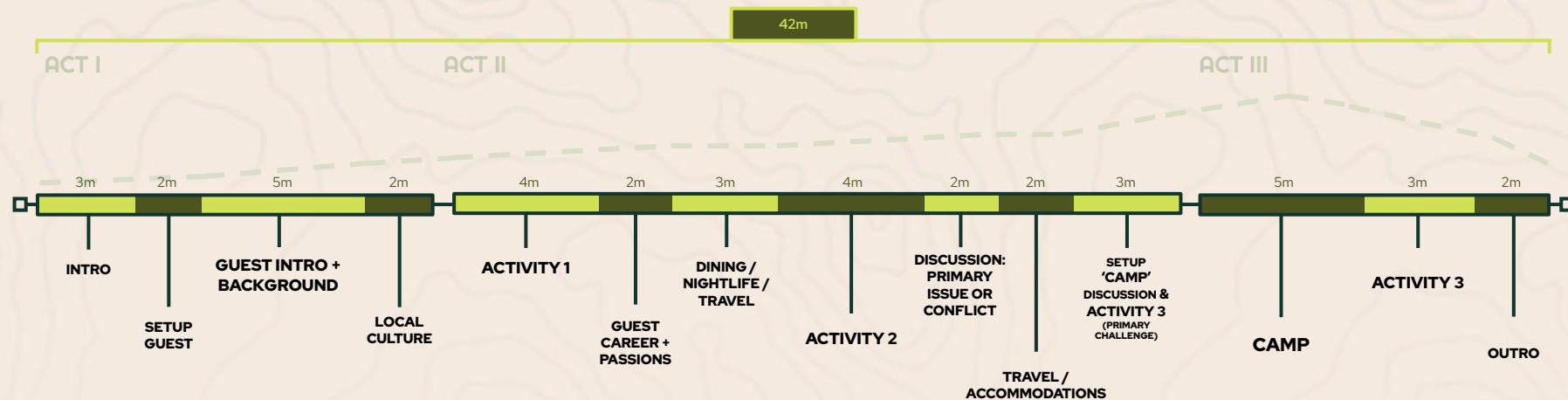
## SOCIAL-SAVVY VIEWERS

- Aggressive social media + vertical video content production
- Regular post cadence, BTS looks, high-impact clips, & interactive experiences such as live Q&As, challenges, & sweepstakes





# EPISODE STRUCTURE





# EPISODE STRUCTURE



## EPISODE CONCEPT

Proposed Guest:	FWCC Commissioner [REDACTED]
Episode:	S1 EX
Primary filming location:	<ul style="list-style-type: none"><li>[REDACTED]</li><li>(Alt) Everglades National Park</li></ul>
Secondary filming location(s):	<ul style="list-style-type: none"><li>[REDACTED]</li></ul>
Episode central themes:	<ul style="list-style-type: none"><li>Florida's unique ecosystems, and why you cannot find a place like it anywhere else in the world</li><li>Wildlife conservation<ul style="list-style-type: none"><li>What is it?</li><li>Why is it important?</li><li>How did we get here?</li><li>How do we ensure the existence of a preserved, natural Florida for future generations?</li><li>How do we grow infrastructure sustainably as more people continue to move here?</li></ul></li><li>The importance of time spent in the outdoors<ul style="list-style-type: none"><li>Access to it</li><li>Peace from it</li></ul></li></ul>

**WILD ESCAPE**  
with Matthew Fabbini

**EPISODE CONCEPT**

Proposed Guest:	A senior executive or leader from [REDACTED] Energy Or alternatively: <ul style="list-style-type: none"><li>A notable civic or community leader from the [REDACTED] region; OR</li><li>An environmental, conservationist, or notable local figure from Florida</li></ul>
Episode:	S1 EX
Primary filming location:	<ul style="list-style-type: none"><li>The Florida [REDACTED] Center</li></ul> Or alternatively: <ul style="list-style-type: none"><li>[REDACTED] OR [REDACTED]</li></ul>
Secondary filming location(s):	<ul style="list-style-type: none"><li>[REDACTED]</li></ul>
Episode central themes:	<ul style="list-style-type: none"><li>What does energy look like in 2050?</li><li>Commitment to reducing emissions</li><li>Wildlife conservation<ul style="list-style-type: none"><li>Why is it important? (water temp, etc.)</li><li>How do we nurture an energy ecosystem that</li></ul></li></ul>

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WILD ESCAPE PRODUCTIONS **EKDRAMI PRODUCTIONS** PRODUCTION PARTNER

**WILD ESCAPE**  
with Matthew Fabbini

**Example interview questions:**

- protecting migrating birds from harm?
- What do you say to critics who say our energy consumption is too high and how we power our lives is fundamentally flawed?

**Dining or nightlife location(s):**

[REDACTED]

**Episode central themes:**

- aligns with conservation?
  - Cost
  - Sea level rise

**Episode central themes:**

- What does energy look like in 2050?
- Commitment to reducing emissions
- Wildlife conservation
  - Why is it important? (water temp, etc.)
  - How do we nurture an energy ecosystem that

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## WHY SHOULD AUDIENCES CARE?

### → CONNECTION WITH NATURE

The show deepens viewers' appreciation of the outdoors and helps them understand the urgency of environmental conservation.

### → INSPIRATIONAL GUESTS

Audiences gain unique insights from influential figures and can relate to their personal stories of growth, resilience, and change.

### → EXCITING ADVENTURES

The series delivers a thrilling blend of adventure and exploration, sparking viewer's curiosity and sense of wanderlust.

### → VALUE-DRIVEN CONTENT

Aligning with consumers' desire to support sustainability, the show provides an opportunity to connect with and support like-minded brands and initiatives.

### → LEARNING OPPORTUNITY

Through the exploration of diverse ecosystems and conversations on conservation, viewers can broaden their knowledge on environmental topics.



## WHY SHOULD NETWORKS CARE?



### → CONSUMER TRENDS



As audiences continue to seek content that resonates with their values, *Wild Escape* offers a compelling mix of adventure, storytelling, and sustainability, which aligns with current consumer interests

### → BROAD APPEAL



The series appeals to a wide range of demographics, including outdoor enthusiasts, lifestyle adventurers, tech-savvy viewers, social impact consumers, and civic leaders

### → UNIQUE CONTENT



*Wild Escape* stands out from traditional travel and adventure shows with its blend of intense but achievable outdoor activities, profound conversations with influential figures, and a focus on conservation

### → POTENTIAL PARTNERSHIPS



The show's focus on sustainability, conservation, culture, and technology opens the door for partnerships with a variety of brands and organizations, creating additional revenue streams for the series and network.



## WHY SHOULD NETWORKS CARE?



### → **DIGITAL ENGAGEMENT**



With an aggressive strategy for producing supplementary content on social media platforms, the show will have engagement with audiences beyond the primary viewing experience, enhancing audience retention and boosting network visibility and brand content value

### → **POSITIVE IMPACT**



By championing sustainability and conservation, the show aligns with networks' corporate social responsibility initiatives. 'Wild Escape' offers the opportunity to contribute positively to society, enhancing network's reputation and creating goodwill among viewers.

### → **SCALABILITY**



While Season 1 is slated to focus on Florida, the format allows for exploration of diverse locations in subsequent seasons. This scalability ensures a long-term, dynamic content pipeline of future episodes.



# MARKETING + PROMOTION

## DIGITAL CAMPAIGNS

BTS content, travel tips, mini-interviews

GEN X



GEN Z



MILLENNIALS



BABY BOOMERS

## VERTICAL VIDEO



Outdoor enthusiasts

Environmentalists

Travel enthusiasts

Eco-tourists

High-impact moments + segmented audience interest videos

## VIEWER ENGAGEMENT



Live Q+A

Live aerial or underwater views

Virtual watch parties

Photo contests

## INFLUENCER PARTNERSHIPS



Outdoor enthusiasts

Travel enthusiasts

Underrepresented outdoor communities

Fashion & lifestyle

Content partnerships to expand series audience





## MARKETING + PROMOTION

- **COLLABORATIONS** with gear, apparel, technology, travel, food + beverage, and outdoor industry brands
- Physical **EVENTS**: For networks with holdings that include in-person experiences (parks + resorts; destinations + travel) - this could include tours, appearances, branded resort experiences, or exhibits
- **NONPROFIT** collaborations with network-aligned charities for awareness campaigns or fundraising drives



## WHY SHOULD <sup>YOUR</sup> CFO CARE?

- **Ready to shoot next week**
- Low production costs
- Integrated advertising and partnership opportunities
- Addresses consumer demand for sustainable and value-driven content, while capitalizing on popular travel and adventure genres
- Potential for high viewer engagement through supplementary content
- Promotes positive, inspirational stories of influential brand-appropriate guests





**IS MORE THAN**

just an adventure series; it's a call to the wild for viewers to appreciate our world, to understand the driving passions behind the people who change it, and give each viewer the confidence to seek their own wild escape. It offers a platform for captivating figures to share intimate stories, while demonstrating that adventure, business, and sustainability can coexist harmoniously. By connecting with audiences' evolving values, Wild Escape is a venture with immense potential to inspire, inform, and engage.



EKDRON  
PRODUCTION

# TECHNICAL

## EPISODE RUNTIME:

42 mins

## RESOLUTION + FORMAT:

UHD 3840 x 2160; 23.976 fps  
Apple ProRes RAW

## GENRE(S):

Reality TV, Adventure  
Nonfiction - Outdoors

## SEASONS:

**Season 1** - Florida; 7 EP (IN PRODUCTION)

**Season 2** - International (IN DEVELOPMENT)





# CONTACT

## MATTHEW FARRAR



### EMAIL

MATT@MATTHEWFARRAR.COM



### PHONE

o. 850.201.6420

o. 213.481.6548

m. 850.832.0006

wildescape.tv | ekdromiproductions.com | matthewfarrar.com

