



MILSTOCK. | FOR CONTENT CREATORS
FEATURING MILITARY INSPIRED IMAGES

MILSTOCK.| by Stacey Benson Photography

99% of my current clientele is associated with the Military; military children, military spouses, military couples, military families.

**"MY CAMERA IS BUT AN INSTRUMENT,
MY EYE AND PASSION CREATES MY VISION!"**

MILSTOCK.| exists to provide brands with beautifully curated and highly sought after images to make positive and lasting emotional connections. This is done by creating images that exude emotion and tell a story. It's our belief that 'my camera is but an instrument, my eye and passion creates my vision.' Founded by, photographer seen in Times Square, Military Spouse Magazine, Armed Forces Insurance, Blue Star Families, PCS Like a Pro, Smile Direct Club Military Blog, Legacy Magazine, PCSgrades, Adventures of Onyx, Sunshine Nuggets and Semper Fi Fund, Stacey Benson. The company has expanded from a small photography business to a Stock Photography site featuring Military Inspired Images.



M.I.
MILSTOCK



TRIBE TIERS

SINGLE. | \$1.00 per download

SINGLE. | TRIBE is a digital download à la carte store. 72 dpi social media sized images ready to use on social and websites. Choose the images you like, purchase and download.

MARKETING. | \$75.00 per download

MARKETING. | TRIBE is a digital downloadable image. High Resolution image 300 dpi ready to use on social, websites and in print. Choose the images you like, purchase and download.

COMMISSIONED. | Free Consultation

COMMISSIONED. | TRIBE is a custom photoshoot based on clients needs and wants. High Resolution 300 dpi ready to use images will be provided. **WILL ONLY BE AVAILABLE TO CLIENT** under a standard licensing agreement.

MILSTOCK.| PROBLEM

Companies are searching for and using images that are found on stock photography sites in an effort to target their products and services to military families.

However, most of the images are outdated and/or out of DOD regulations.

When our military members and their families see these images, they cringe and know right away that the images are not a true representation of the US Military -- leading most service members and their families to look away from that company. Also, the companies do not recognize that their lack of knowledge for DOD regulations regarding stock imagery and their advertisements are misrepresenting our military with bad imagery. Service members and their family's negative reactions hurts the bottom line of the company, even though that's not the intention.

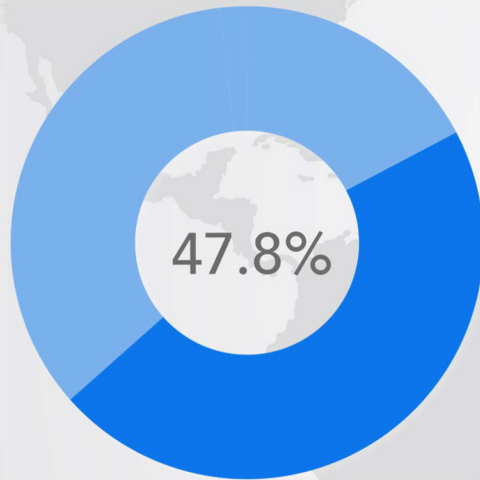


We surveyed over 100 military members and their families about Military Misrepresentation in Marketing:

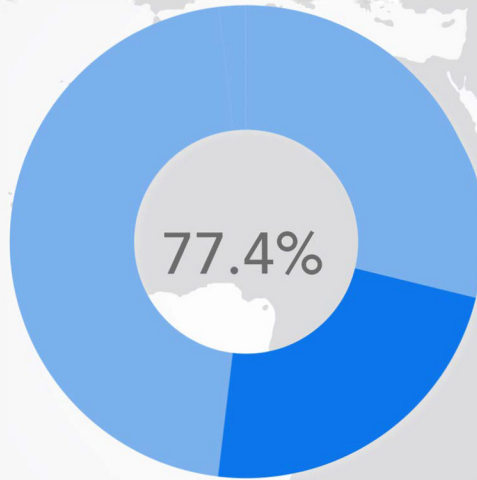
- **78%** of Military affiliated people agree that using Non-DoD regulated images can negatively impact a brand.
- I feel **less inclined** to spend my money on a company that has no understanding/ accurate representation of the military. I also will be less likely to support businesses that leave out branches- especially the Coast Guard.
- As spouses and as service members, we all take pride in the military lifestyle. We take pride in the traditions and regulations. If you want to market to our community, you need to respect that. Or all we are ever going to remember you for is making that mistake and not the product you are trying to sell.



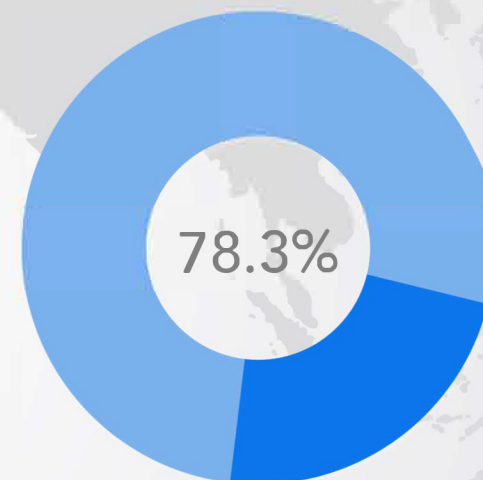
Military Misrepresentation in Marketing



Find non-DoD regulation military stock imagery offensive.



Are less inclined to learn more about that product or service.



Believe that Non-DOD regulation military stock imagery negatively impacts a business campaign or brand.

MILSTOCK.| PROPOSITION

A stock photography site produced by a military spouse, who is asking all of the correct questions and is truly trying to become the subject matter expert with regards to uniform regulations, hygiene regulations, and what can/cannot be shown through photography while photographing active duty service members and their families; to include retired veterans, honorably discharged service members, and medically retired veterans.

We make sure, all images taken, are DOD Compliant, photographing Service Members in scrubbed uniforms, or posing Service Members in such a way to hide nonsharable information.



**SMILE DIRECT CLUB
MILITARY BLOG**

**MILITARY SPOUSE
MAGAZINE**

**AFI, NSOY 2016
LINDSAY BRADFORD**

**LEGACY MAGAZINE
TERRI BARNES**

**SEMPER FI FUND
WEBSITE**

STACEY BENSON PHOTOGRAPHY

TIMES SQUARE

**ADVENTURES
OF ONYX
TYLER BENSON**

**ARMED FORCES
INSURANCE**

**AFI, NSOY 2017
JOY GOODRICH**

**SUNSHINE
NUGGETS**

LEGAL DISCLAIMER

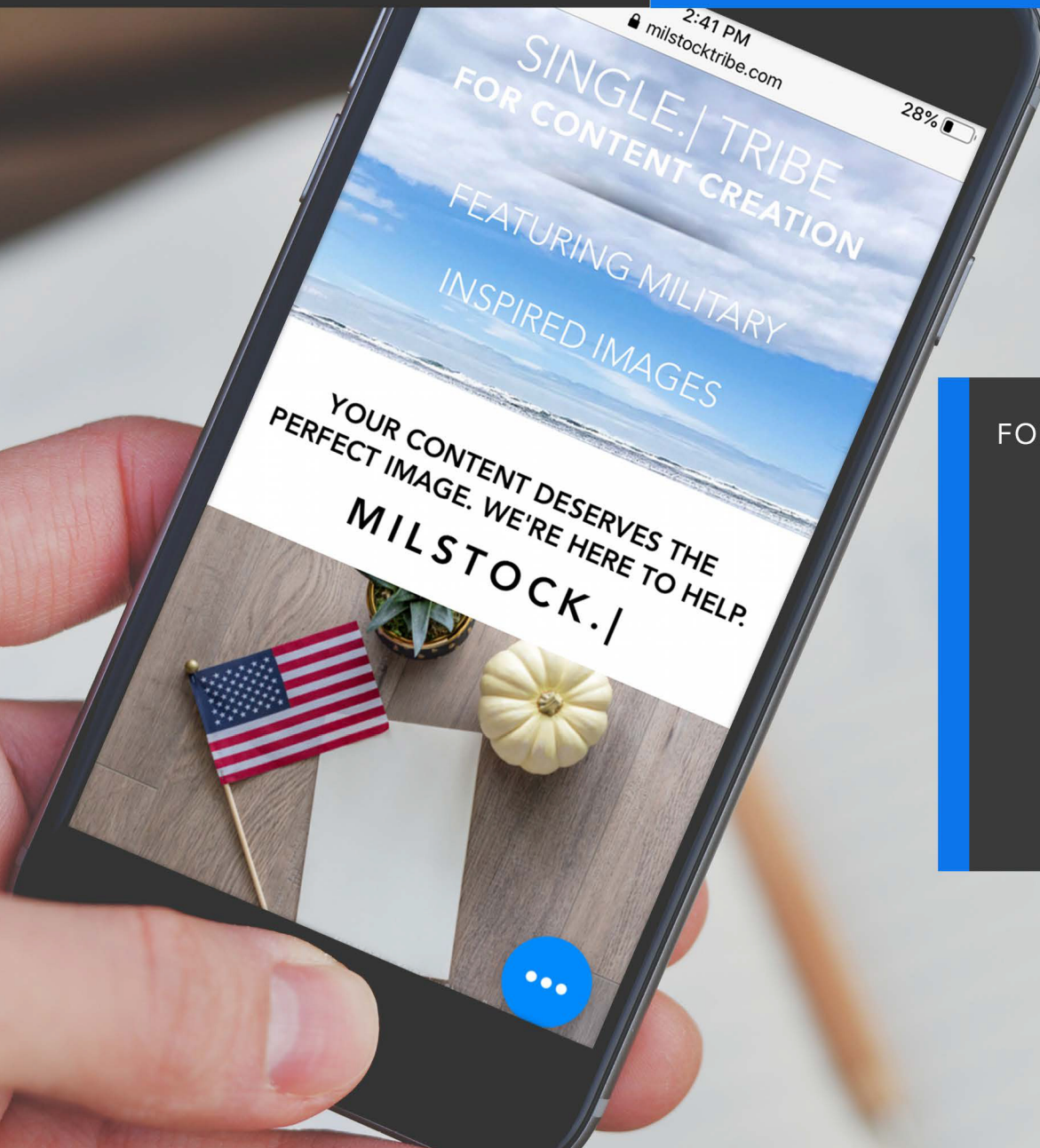
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FOR MORE INFORMATION PLEASE CONTACT

Stacey Benson

Founder, Chief Photographer

252.241.1661

info@MilstockTribe.com