

MEDIA REPORT

CALM AFTER THE STORM

Mountain Tribe 2019



WHO IS MOUNTAIN TRIBE?

Mountain Tribe is defined by passion, drive and through the urge to capture the most memorable moments in winterwonderland. We strive to share our adventures with friends and want to inspire a wider audience with outstanding storytelling. We got to know each other via competitions of the Freeride World Qualifiers and most of us moved to Innsbruck around the same time. It naturally occurred to go riding together and explore the endless possibilities the Alps have to offer. Not only are we a crew, that probably knows each other better than we know ourselves, but we've been producing movies since 2018 and have dealt with numerous challenges that all connected us even more. We are not a simple film production, or just a group of friends. We are Mountain Tribe.

CONTACT

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Flo Gassner (Producer, Director, Finance)

Valentin Werner-Tutschku: (Producer, Marketing, Organisation)



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SHORT SUMMARY

Today's society with its economy is extremely dependent on consumption. The more the better. The pinnacle of this irrational spending spree is right before Christmas, the time in which we show how much we love each other by the value of our presents. That's where the freeride adventure starts, a group of freeriders, who want to get away from this hectic period. Therefore the Mountain Tribe crew decides to go on a "simple life" road trip, where they have a time-out from this excessive consumption. No smartphones, no Social-Media on the whole trip, just precious moments with each other by living in the moment. Time becomes irrelevant and you start to become a bit more of yourself day by day. Hit by the huge snowstorm in January 2019 in Austria, they couldn't have had a better time! It was too good to leave. That's why they stayed...until the day after the Storm.

LENGTH: 14 min
IEWS TOTAL: 14.274 (7.165 live, 7.209 online)

PRODUCERS: Flo Gassner, Valentin Werner-Tutschku
DIRECTORS: Paul Schweller, Flo Gassner
FPV-DRONE: Paul Kuhn
PHOTOGRAPHY: Moritz Ablinger
ATHLETES: Manuela Mandl, Lukas Mühlmann, Martin Kogler
Flo Gassner, Valentin Werner-Tutschku

CHECK OUT

[Movie Portfolio](#)

[Movie Screener](#)

[Trailer](#)



FILM FESTIVALS

HARDFACTS

- 9 filmfestivals in 7 countries -
(5 filmfestivals and 2 countries still pending)
- 7.165 live spectators in 23 screenings to date (05/2021) -
- biggest audience: 830 spectators (Freeride Film Festival München) -

FILM FESTIVALS

FreerideFilmFestival (AUT,GER,SUI), Filmfest St.Anton (AUT), Milano Montagna (ITA), Mendi Filmfestival (ESP), Torello Filmfestival (ESP), Freeride FilmBase Innsbruck (AUT), Wasatch Filmfestival (USA), Nature Filmfestival (AUT), Pure Powder Filmfest (POL)

ADDITIONAL SCREENINGS:

ProtectOurWinters Movie Night (AUT), Burton Store Innsbruck (AUT), Keller Sports Store Munich (GER), Alpine Club Talk Fiebebrunn (AUT)





TV / RADIO

BR PULS - 72 STUNDEN TALKSHOW WELTREKORD (TV)

13.11.2019 - [Interview with Movie Snippets](#)

[„Das schaffst du nie!“ Youtube Channel](#) | 144.394 Views

(Flo Gassner & Paul Schweller)

BR - ABENDSCHAU (TV)

26.11.2019 - [Interview with Movie Snippets](#) | 350.000 Views

(Manuela Mandl & Flo Gassner)

RADIO INTERVIEWs

06.11.2019 - FM4 Morning Show

(Valentin Werner-Tutschku)

14.11.2019 - FM4 Morning Show

(Flo Gassner)

PRINT MEDIA / PODCAST

ARTICLES

Total Reach: 221.749

(Print: 155.516, Online: 66.233)

KURIER - Austria

06.11.2019 - „Digitaler Entzug in den Bergen“ (Online & Print)

BERGSTOLZ - Germany/Austria/Switzerland/Italy

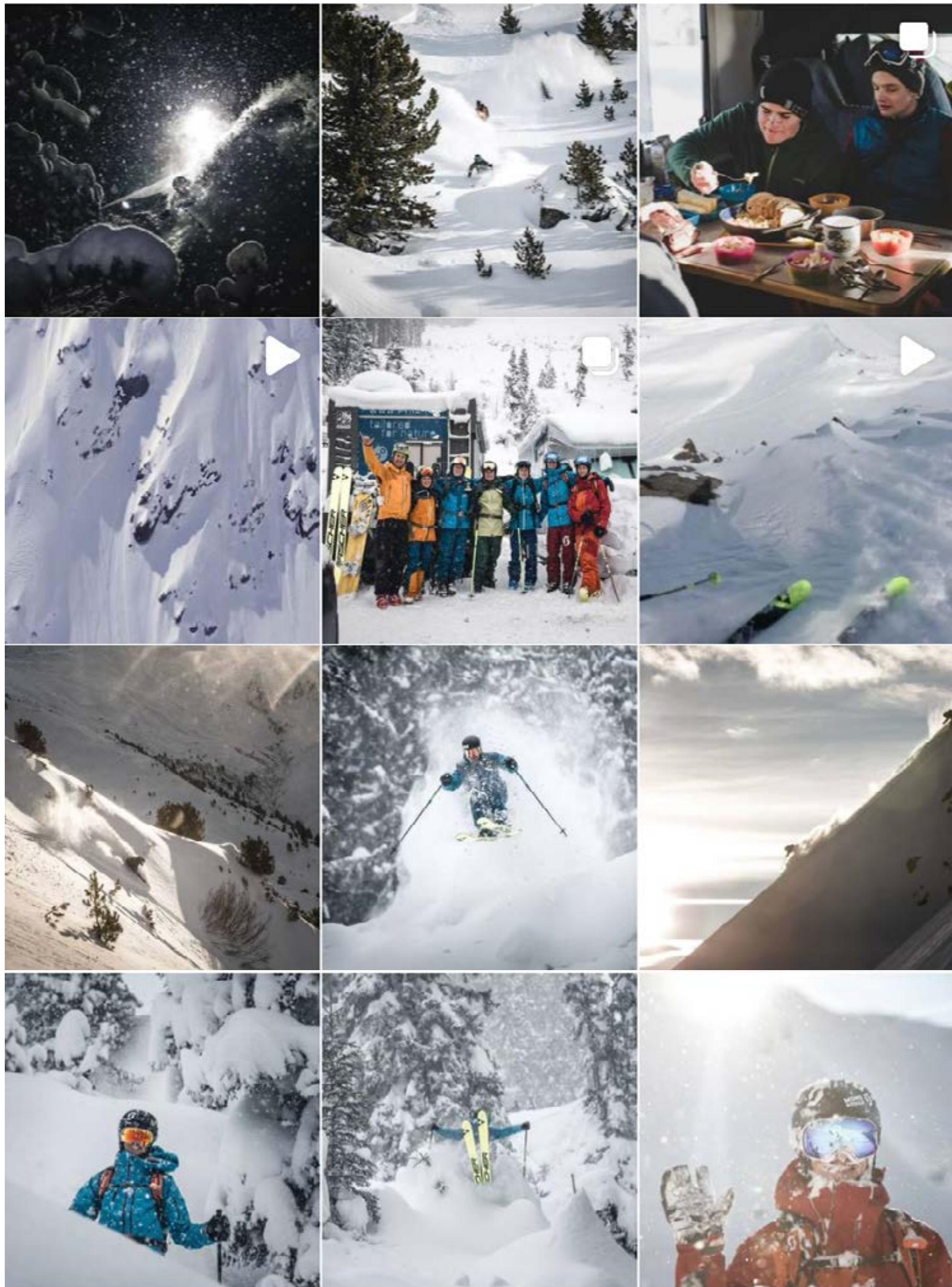
09.12.2019 - „Ruhe nach dem Sturm - Behind the Scenes“ (Online & Print)

PODCAST

Freeride Film Festival #offpisteonair

01.08.2019 - „FFF 02 Manuela Mandl Flo Gassner - Ruhe Nach Dem Sturm“





SOCIAL MEDIA

100% organic growth and reach!

MT SOCIAL MEDIA REACH: 87.321

Instagram: 29.722 Facebook: 57.599

TOTAL REACH: 181.459

Instagram: 113.222 Facebook: 68.237

(incl. MT-Channels, Athletes, Sponsors, Filmfestivals (movie related posts))

TRAILER VIEWS: 39.066

MOVIE VIEWS: 7.209

