



DEFENCE CAMPAIGN PRODUCTION & MARKET ACTIVATION

DEFENCE CAMPAIGNS. BUILT IN THE FIELD. DEPLOYED TO MARKET.

Operators from police intervention units, the army and special units, a feature-film crew and market activation — one team, from strategy to the stand.

WHY BLACKONE

WHAT NOBODY ELSE PUTS IN ONE TEAM.

72 +

CAMPAIGN PRODUCTIONS

16

COUNTRIES OF DEPLOYMENT

20 +

YEARS OF EXPERIENCE

100 %

WHITE-LABEL CAPABILITY

68 REAL OPERATORS

From police intervention units across the Czech Republic, the army and special units. Not actors. Not airsoft.

NETFLIX-GRADE CREW

Our people shoot, sound and composite feature films for Netflix and major studios.

TAKEN TO MARKET

Print, social, online campaigns, dealer kits and trade-show material — in-house.

NO AI IMAGERY

Every frame is real — nothing to label under the EU AI Act transparency rules.

+19 %

DEALER ORDERS IN 3 MONTHS · SCHMEISSER

+24.5 %

TRADE-SHOW STAND ENQUIRIES · FALKE

3.1 M

COMBINED REACH OF PARTNERS' POSTS · HOSTAGE RESCUE

IN OUR PRODUCTIONS

SCHMEISSER

MAGPUL

AMEND2

FALKE

HOLOSUN

INEOS

INVISIO

UF PRO

FENIX PROTECTION

PETZL

MESSERSCHMITT

MOHOC

DAJBYPH

BLACKONE

02

MOST STUDIOS STOP AT THE FRAME. WE CARRY IT TO MARKET.

PRODUCT

OBJECTIVE

AUDIENCE

SCENARIO

PRODUCTION

ASSETS

DEPLOYMENT

MARKET

STANDALONE PRODUCTION

One brand, your date, one day to a full week — strategy through production to deployment.
Can be shared with partner brands you approve to cut the cost.

SHARED MISSION

Four to six complementary brands per mission.
No direct competitor in the same role; each partner gets its own campaign.

WHITE-LABEL

For agencies and distributors. BLACKONE stays invisible, NDA before the first call.



REAL OPERATORS

NOT ACTORS. NOT AIRSOFT.

68 operators from real police intervention units, the army and special units. They handle equipment on camera the way they do on duty.

Weapons permits & licences, armourer on set

Instructor and safety officer on every production

Own test areas and live-fire ranges

Sites for pyrotechnics and breaching charges

Drones under the highest operating authorisation

Every production permitted and insured

NEXT FOUR MISSIONS. YOUR PRODUCT IN THE RIGHT ONE.

02 – TREELINE

Field · recon · outdoor. Shoot 9–13 Nov 2026 · booking closes 2 Nov. Optics, night vision, suppressors, apparel. **3 of 4 roles open.**

03 – FULL SPECTRUM · FLAGSHIP

Combined · multi-element. Shoot 30 Nov–4 Dec 2026 · booking closes 23 Nov. Vehicles, counter-drone, surveillance. **4 of 6 roles open.**

04 – IRON CORRIDOR

Urban · CQB · low light. Shoot 15–19 Feb 2027 · booking closes 8 Feb. Carbines, sidearms, suppressors, weapon lights, helmets, comms. **6 of 6 roles open.**

05 – ZERO LUX

Night · NV · infrared. Shoot 15–19 Mar 2027 · booking closes 8 Mar. Night vision, IR lasers, helmet systems, comms. **5 of 5 roles open.**

HERO PARTNER

One per mission. The mission is built around your product — key visual anchor, own hero film.

FEATURED PARTNER

Own scenes, ten-plus cuts across the mission's environments, a vertical product film.

INTEGRATED PARTNER

Natural part of the mission with selected product shots.

PILOT

A one-time entry for new clients: one product, one environment, inside a scheduled mission. **Credited in full against your next order within 12 months.**

Booking closes one week before each shoot. Must-have shots agreed before the shoot — guaranteed. Current slots: blackone.cz/productions · Pricing on request.

EVERY PARTNER POSITION INCLUDES

A CAMPAIGN OF YOUR OWN.

~20 edited high-end campaign photographs

10 social video cuts — your product in a different environment each time

1 dedicated vertical product film, 30 s+

1 horizontal campaign film

Platform-ready exports for social and digital

Commercial usage and agreed rights transfer

Product integration planned in pre-production

Built for launches, paid campaigns, product pages, dealers, trade shows and B2B sales. Other formats on request.



BUILD IT YOURSELF · NO CALL NEEDED

BUILD YOUR SCENARIO. SEE THE BUDGET.

The first scenario builder in defence campaign production — no other studio lets clients build a production-ready scenario themselves. Its scene logic comes from our real missions with police intervention units and the army and from feature-film scriptwriting — and our instructors check every scene before it is shot.

SCENARIO BUILDER

- 1 Your products — only the facts you give us, nothing invented
- 2 How to produce it — an open role in a mission, or your own production
- 3 Goal and style
- 4 People, vehicles, locations
- 5 What you leave with — and an indicative budget

Three campaign concepts — **Product First**, **Cinematic Story**, **Campaign Ecosystem** — then a production package: scenes, a shot list with your must-haves, a schedule.

CAMPAIGN CALCULATOR

Pick a mission or your own date, a package, the scope and add-ons — the indicative price is shown straight away and saved for you. Send it to us as an enquiry with one click.

Both are personal and confidential. When you send us a scenario, a firm proposal follows within five working days.

ASK YOUR BLACKONE CONTACT FOR A PERSONAL LINK.

SHOOT NOW. SHOW IT AT THE FAIR.

~9

WEEKS BEFORE A SHOW: KICK OFF

3

WEEKS AFTER THE SHOOT: FIRST
PHOTOGRAPHS

6-8

WEEKS AFTER THE SHOOT: FULL
CAMPAIGN

60

DAYS MAX. TO IMPORT REGULATED
ITEMS FROM OUTSIDE THE EU

TRADE SHOW	WHERE	DATES	KICK OFF BY
SHOT Show 2027 NEXT YOU CAN MAKE	Las Vegas, USA	19-22 Jan 2027	17 Nov 2026
IDEX 2027	Abu Dhabi, UAE	25-29 Jan 2027	23 Nov 2026
Jagd & Hund 2027	Dortmund, Germany	2-7 Feb 2027	1 Dec 2026
Enforce Tac 2027	Nuremberg, Germany	2-4 Mar 2027	29 Dec 2026
IWA OutdoorClassics 2027	Nuremberg, Germany	13-15 Apr 2027	9 Feb 2027
IDET 2027	Brno, Czech Republic	26-28 May 2027	24 Mar 2027
MSPO 2027	Kielce, Poland	31 Aug-3 Sep 2027	29 Jun 2027
DSEI 2027	London, UK	7-10 Sep 2027	6 Jul 2027
AUSA Annual Meeting 2027	Washington DC, USA	11-13 Oct 2027	9 Aug 2027

Show dates from the organisers' announcements; they may change. Live calendar with every mission and show: blackone.cz/calendar

SELECTED CAMPAIGNS

BUILT AROUND THE PRODUCT. DESIGNED FOR THE MARKET.



HOSTAGE RESCUE · SHARED MISSION

One day, two locations, three vehicles, five partner brands — 3.1 M combined reach of partners' posts.

SCHMEISSER

Product sales support. Print, social, web, online — +19 % dealer orders in three months.

FALKE

Optics in the scenario, trade-show deployment — +24.5 % stand enquiries vs. last year.

MAGPUL · INEOS GRENADIER

Accessories and vehicles in real use. Full cases at blackone.cz/campaigns.

FILM, SOUND, VFX & POST

THE PEOPLE BEHIND THESE. NOW BEHIND YOUR PRODUCT.



Camera, sound, VFX and post on Netflix and major-studio productions.
Studios: DNEG · Scanline VFX · RISE · UPP · Magic Lab.

Selected individual credits of BLACKONE team members. Titles and key art belong to their respective owners.

NEXT PRODUCTION

**LET'S BUILD IT
AROUND YOUR PRODUCT.**

5

WORKING DAYS TO A PROPOSAL

6-8

WEEKS ON AVERAGE TO CAMPAIGN

Express

WHEN YOUR LAUNCH CANNOT WAIT

BLACKONE.CZ/PLAN

STUDIO@BLACKONE.CZ

+420 737 666 000

Instagram @blackone.cz · YouTube @BLACKONEproduction · Glossary of defence & production terms: blackone.cz/glossary