For more than 90 years, Universal Pictures has been bringing powerful motion picture experiences to millions of people. A subsidiary of NBC Universal, the company has produced countless award-winning classics and box-office blockbusters, making it one of the most renowned entertainment companies in the world.
The challenge

Universal Pictures distributes a significant amount of publicity materials to promote its film releases – including press kits, trailers, TV clips and interview sound bytes. The materials are created in one central department and then distributed to various regional Universal offices.

Previously, Universal printed these materials or produced DVDs or CDs, which proved to be expensive – especially when changes were made to a film after the press kit had been sent out. The company then had to reprint and resend kits to reflect any changes.

It was also nearly impossible for Universal to track the results of its publicity programs. Without a complete reporting system, it had no record of the media that were using its materials.

Universal needed a publicity system that enabled it to distribute materials digitally and track file downloads. The company also required segmented media lists so it could target specific media with tailored materials.
The solution

Universal Pictures requested proposals from multiple vendors to help it address its publicity challenges. The company selected image.net because it was the only solution that provided an existing media database and an internet-based publicity system.

With image.net, Universal can distribute film synopses, stills, production notes, one-sheets, images and trailers to up to 25,000 registered media. The service enables Universal to set up a permission structure so it can segment its media list and get download reports from different regions.

What’s more, image.net takes a large amount of the production work off the company’s hands. The image.net staff acts as an extended part of the Universal team and:

- Uploads film clips, trailers and production notes
- Captions all images
- Creates and distributes all press list email blasts
- Reports user downloads and email blast click-throughs
- Offers 24/7 customer service
- Can provide Getty Images assignment photographers for events and premieres
Benefits at a glance

As a partner with image.net, Universal Pictures is able to:

Eliminate expensive production and delivery costs associated with physical press kits and CDs.

Create a digital workflow that allows the company to reach additional media contacts, such as movie websites and blogs.

Utilize real-time download tracking that helps the company develop effective targeting strategies.

Make changes to content in real time with no additional distribution costs.

Work with just one service for all assignment and publicity needs.

“The experience has been great. Image.net has enabled us to move to a digital workflow. It allows us to get content out sooner and make changes on the fly.”

- John Butler, Marketing/Publicity Staff Writer
For more information on image.net, please contact:

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