Case Study: MTV EMAs 2011

Challenge

- All access pass. The globally broadcast MTV EMAs 2011 was sure to be a trending topic on social media sites and MTV needed images to hit worldwide media rapidly to maintain the excitement and capitalize on the live coverage.
- As well as the main show, coverage of a number of lead-up events would help create buzz and build excitement around the awards and the acts to appear on the night.
- Event promoters needed photography from the show to be the best yet, giving fans access to every aspect of the event, and providing the world’s media with a new angle on a yearly event.

Solution

- For speed to market, all imagery for editorial use was distributed via our global wire service. To reach a broad cross-section of global media all imagery was also made available on image.net and gettyimages.com.
- A full event team was put together: 11 photographers, 2 videographers, 8 editors and 2 support staff.
- World class entertainment photographers and videographers covered every angle: celebrity arrivals to the show itself, press room to backstage and after-parties – also providing additional footage for MTV.
- To create anticipation in the lead up to the awards, photographers covered preparations: from the MTV EMAs jet landing at Belfast airport, to celebrity sightings and band rehearsals.
- Backstage, a VIP glamour area was set up for entertainment photographer, Dave Benett, to take exclusive portraits of the stars and provide a unique set of celebrity images from the event.

Result

- By utilizing image.net to manage media downloads, over 8,000 media outlets and publications had downloaded images in 73 countries during and after the event.
- Imagery was available to global media in minutes. While fashion fans tweeted about Katy Perry and Jessie J’s red carpet outfits, we edited and delivered high quality shots to global media for their rolling coverage.
- Global licensing enabled the standout moments from the show to circulate the globe, gaining MTV significant media coverage both during the event, and in the days following the awards.
- By taking a fresh approach we were able to deliver the best editorial content possible, including crucial images of the stars as they hit the red carpet, plus exclusive backstage portraits.

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net
Case Study: MTV EMAs 2011

Singer Jessie J arrives at the MTV EMAs 2011 at Odyssey Arena in Belfast (131679740/Danny Martindale/Getty Images Entertainment)

MTV EMAs Hostess Selena Gomez onstage during the 2011 MTV EMAs (131643054/Dave J Hogan/Getty Images Entertainment)

Chris Martin of Coldplay performs onstage during the 2011 live show (131643217/Gareth Cattermole/Getty Images Entertainment)

Singer Bruno Mars performs onstage during the MTV EMAs 2011 live show (131652860/Ian Gavan/Getty Images Entertainment)

Exclusive coverage of Brian May, Manager of Queen Jim Beach and Lady Gaga posing in the VIP Glamour Pit (131647862/Kevin Mazur/WireImage)

Exclusive coverage as Justin Bieber poses backstage with his awards for Best Male and Best Pop Act (131660440/Dave Hogan/MTV 2011/Getty Images Entertainment)

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net

Legal / All contents © copyright 1999-2012 Getty Images, Inc.
Case Study: Texas Motor Speedway

Challenge

– The need for efficiency and highly orchestrated teamwork isn’t limited to the pit crews at Texas Motor Speedway. For the iconic track to deliver maximum value to their sponsors they would need flexible licensing of the highest quality event imagery and publicity services to support individual sponsorship activation.

– A system was needed to give rapid access to logos, press releases, archive imagery and other brand content for a number of key stakeholders.

– Faster distribution of event imagery to key media contacts was required.

– Maximum effectiveness and visual impact of Texas Motor Speedway’s public relations, marketing and sponsorship initiatives was paramount.

Solution

– Distribution of publicity content from Texas Motor Speedway’s events, including videos, press releases, photographs and other selected assets, actively pushed to the widest possible community of media contacts via image.net.

– For each event, all coverage was edited, captioned and delivered digitally via Media Manager, our web-based asset management platform, facilitating storage of imagery and the management of all their PR and marketing content within the system.

– The finest motorsports photographers were assigned to each event to create a library of dynamic imagery, capturing the power and the passion of motor racing and the Texas Motor Speedway brand.

– A dedicated account manager was assigned to develop a deep working knowledge of Texas Motor Speedway and to provide a single point of contact.

Result

– Efficient distribution of publicity materials to the media audience, also providing Texas Motor Speedway with important tracking data on who accessed the content and when.

– Streamlined PR and marketing workflow based around Media Manager enabled Texas Motor Speedway to receive, manage and distribute photography and other content faster than ever to all stakeholders, improving accessibility and service levels for sponsors and the press.

– Centralized resource ensures consistent use of marketing content across brand and communications material.

– Evocative imagery was captured to strengthen Texas Motor Speedway’s visual brand equity and to ignite their marketing.

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net
Case Study: Rimmel

Challenge

– An international product launch. A global fashion icon. The ultimate London girl Kate Moss was celebrating ten years as the face of Rimmel by unveiling her first personally designed lipstick collection for the brand. Rimmel’s PR agency needed to ensure that the new collection and launch party gained worldwide publicity.

– The launch party, managed by PR agency The Communications Store, was taking place in London, but The Kate Moss Lipstick Collection would be sold in several countries. A different set of captioned images and product information would be needed for contacts in these various regional markets.

– Exclusive teaser footage from the upcoming TV ad campaign, featuring Kate Moss, also needed to be distributed globally as part of the pre-event publicity.

Solution

– Images were regularly released via image.net during and after the launch, with content distributed to specific contacts - giving a tailored approach perfect for international PR.

– Pre event, we set up an image.net account for Rimmel to distribute material and gain media buzz. The image.net publicity platform would be the primary channel for all press releases to The Communications Store’s PR global contacts.

– Teaser footage from the upcoming Kate Moss ad campaign was released via image.net to build coverage and excitement in the lead up to the party.

– A team of high profile entertainment photographers and onsite editors was assembled to cover a photocall and press conference at Claridges, as well as the elite launch party held on the eve of London Fashion Week.

Result

– The Kate Moss Lipstick Collection launch received significant global media pick up, an incredible result during London Fashion Week – with over 9,000 downloads of images and videos in over 60 countries via image.net.

– As part of the pre-event publicity push, we reported daily to The Communications Store on who was downloading the set of Kate Moss images in the week leading up to the launch.

– The publicity teams in each region where the collection was launching had the information they needed to publicize the new lipstick range off the back of the London event.

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net

Legal / All contents © copyright 1999-2012 Getty Images, Inc.
Case Study: Rimmel

Kate Moss launches her personally designed lipstick range for Rimmel at Claridges Hotel (125181794BS017/Dave M. Benett/Getty Images for Rimmel)

On the eve of London Fashion Week, Rimmel celebrates the launch of its London Lipstick Collection By Kate Moss (222222222BD085/Dave M. Benett/Getty Images)

Shingai Shoniwa performs during the Rimmel & Kate Moss Party at Battersea Power station. (222222222BD113/Dave M. Benett/Getty Images)

President of Coty Beauty Renato Semerari, Rimmel ambassador Solange Knowles and CEO of Coty Inc. Bernd Beetz attend the Rimmel & Kate Moss Party (222222222BD091/Dave M. Benett/Getty Images)

Shingai Shoniwa performs during the Rimmel & Kate Moss Party at Battersea Power station. (222222222BD113/Dave M. Benett/Getty Images)

A general view of atmosphere at the Rimmel & Kate Moss Party to celebrate their 10 year partnership at Battersea Power station (222222222BD091/Dave M. Benett/Getty Images)

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net
Case Study: Cartier

Challenge

- Renowned jewelry and watchmaker, Cartier needed to maximize coverage of the elite Cartier ‘Travel With Style’ Concours in New Delhi, India, to provide the prestigious brand with additional visibility and distinction.
- Guests included royalty and high profile celebrities, so the coverage had to be respectful and unobtrusive.
- Some of the classic cars shown are rarely exhibited, so a series of artistic images of them was requested for a commemorative art book.

Solution

- To ensure the event received coverage in publications across the world, image.net was used to distribute selected images to the global media.
- We assembled a team of photographers to cover all areas, from the judging to the guests.
- We chose photographers with an excellent knowledge of Indian society who could identify key guests.
- A photographer specializing in artistic images was sent to capture each classic car at its best for the commemorative art book.

Result

- Image.net helped secure excellent media coverage in India and across the world with 6,000 downloads of imagery from the event by media in 40 countries.
- Image.net aided in targeting media, confirming Cartier’s reputation and prestige within the exclusive international classic car circuit.
- Our photographers captured the spirit of the Cartier ‘Travel With Style’ Concours through delivery of consistently high quality images that met the brief.
- Stunning high definition images, showcasing the craftsmanship and elegance of the classic cars were supplied for the commemorative art book.

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net
Case Study: Cartier

Maharaja of Tehri-Garhwal poses in front of his palatial home in New Delhi, India (109915453/Pascal Le Segretain/Getty Images for Cartier)

Diljeet Titus, owner of two cars showcased at the Cartier Travel with style Concours, poses in his private car museum in New Delhi, India (109915579/Pascal Le Segretain/Getty Images for Cartier

General atmosphere at the Cartier “Travel With Style” Concours (110025752/Pascal Le Segretain/Getty Images Entertainment)

Jury Member Yasmin Lebon (R) and daughter Amber (L) pose during the Cartier “Travel With Style” Concours (110025715/Pascal Le Segretain/Getty Images Entertainment)

Sudhir Kasliwal (2ndL) receives Best of Class award for Post-War Classics class during the Cartier “Travel With Style” Concours (109947534/Pascal Le Segretain/Getty Images Entertainment

Diljeet Titus, owner of two cars showcased at the Cartier Travel with style Concours show poses in his private car museum in New Delhi, India (109915579/Pascal Le Segretain/Getty Images for Cartier

General atmosphere at the Cartier “Travel With Style” Concours (109947534/Pascal Le Segretain/Getty Images Entertainment)

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net

Legal / All contents © copyright 1999-2012 Getty Images, Inc.
Case Study: Asian Beach Games

Challenge

- The organizers of the Asian Beach Games wanted to create an event that would leave a lasting legacy, and would allow Oman to be well placed for future events.

- Content that would showcase Oman, and the success of the Muscat Beach Games across Asia and to the world was a key part of the brief - powerful imagery was an important part of this.

- MABGOC and their broadcast partners needed instant access to images from live events and cultural activities for use across their various platforms, as well as a delivery system to manage the digital assets documenting the event.

- Pushing this content to media organizations outside of Asia was required – both access to these media contacts, and a system that could distribute the content efficiently.

Solution

- Image.net made images and other digital assets available directly to thousands of global media contacts. All images were uploaded to our editorial platform via gettyimages.com providing a ‘live feed’.

- A dedicated team was assembled to manage photographic coverage of 14 separate sporting disciplines, incorporating 2 account managers, 8 photographers and 2 onsite editors, across multiple locations throughout Muscat for the duration of the Games.

- We also engaged with, and helped educate, local photographers. Each day an Omani photographer worked with our team. This was part of leaving a lasting legacy across all aspects of the Muscat Beach Games.

Result

- Over 41,000 subscribers from broadcast and media outlets in 26 countries downloaded content during the Games, including from 18 countries outside of Asia, using Image.net.

- Over 6,300 high quality, high resolution images were uploaded to a dedicated Media Manager site over the course of the Games. This included the latest sporting imagery from the Games as it happened, as well as cultural events and general atmosphere around Oman during the event.

Contact

Image.net team
Email: ImageNet-Sales@gettyimages.com
Online: image.net