



# How a renowned tech company showcased the limitless creative possibilities available at home

## Brief

As the world shelters-in-place as a result of the COVID-19 pandemic and “normal” life remains on hold indefinitely, a major tech company wanted to remind the world that creativity is not cancelled or postponed -- but is limitless while using their devices. This project called for a broad, highly diverse search approach, since “creativity” is so subjective and takes many forms. The majority of content in the spot was to be uplifting, heartwarming imagery captured with any of the company’s devices.

## Challenge

To emphasize the truly limitless possibilities of what we can do while in our homes, it was crucial to feature a diverse array of content and subjects. Despite being user-generated, the quality of the content had to match the company’s very specific filmic and cinematic, yet minimal aesthetic.

## Results



500 pieces of content curated

## Solution

The Catch&Release curation team completed a highly nuanced search, completed over 16 days, to find over 500 pieces of relevant content, stemming from many different social media platforms. All images had to feel raw and authentic, and follow a similar concept to their past campaigns. Once the content was chosen, the company cleared and licensed the shots themselves.

***“A very nuanced search was necessary as the brief called for creativity – which is highly subjective – and communication, but without relying on Zoom calls.”***

***- Curation Lead***