



# How a major telecommunications company kept it close to home with their global message

## Brief

In the midst of shelter-in-place restrictions, a major telecommunications company reminds us of the small businesses in communities across the United States, and encourages us to find new and different ways to continue our patronage. This uplifting spot showcases empty storefronts but doesn't over index on the fact that they have been shuttered. Instead, optimism is the focus of the spot, and shows people adapting to new ways of working, shopping and interacting with each other.

## Challenge

In a sea of COVID-19 response ads in which the majority were centered around a tone and overall aesthetic of gravitas, this brand wanted to stand out by showing moments of optimism. Diversity in location was also crucial to this spot, in order to accurately portray and promote small business across the nation. The brand's agency tapped the Catch&Release curation team to find a mix of video and stills in both horizontal and vertical formats. This meant the creative team had a variety of options to pick from, and enabled them to make decisions faster, which was especially prudent given the tight timeline -- just 4-5 days for clearances!

## Solution

The six shots that were ultimately licensed for the spots couldn't just look real, they had to be real -- all the storefronts featured in the spot are real small businesses from various regions across the country.