



How a 200-year old CPG brand celebrates the heroes behind the masks

Brief

Since face masks have become part of our “new normal,” a well-known CPG brand wanted to create a heartwarming spot that showcased a wide range of facial expressions covered by masks. In a simple yet effective approach, they focus on still and video portraits of essential workers. All portraits needed to have a similar framing and compositional style: shoulder- or waist-up and facing the camera. They hoped this would tie all the shots together, even though each shot came from a different contributor.

Challenge

Given the real-time nature of the spot, the brand was under a very tight timeline. In addition, diversity was a key component of the brief, to ensure all demographics were represented. And because this time can feel so isolating, it was important that the shots only showed small groups of people, ideally centering on just one person.

Results



9 total shots licensed



3 versions created

Solution

Ample backup shots were curated, cleared, and licensed on Catch&Release to ensure there was enough content to meet the timeline demands, and that also fit the specific creative brief. All shots also had similar compositions and formats to maintain continuity throughout the spot. Ultimately, nine shots were licensed, and more are ready for other versions.

“We wanted the shots to feel gritty and real, with a mix of emotions ranging from happy to very serious – we didn’t want anything overly cutesy that felt disingenuous.”

- Producer