



How a social media networking company made a COVID-19 response ad in just five days

Brief

In response to the immediate impact placed upon the world by COVID-19, a major social media networking company developed a new community support feature. They launched the product through a stunning short film that paired spoken word poetry with sobering visuals of the most noticeable effects of social distancing: deserted public spaces. Raw, human emotion is brought to life through real images captured by real people from across the globe.

Challenge

As a response to the global pandemic, timeliness was of the utmost importance. And given the speed of the news cycle, it was vital to have ample replacement content that could evolve with messaging, if needed.

Results



~25M views on Facebook in first 24 hours



10 agency team members working on the platform at once



5 day turnaround

Solution

Because of the halt on live-action shoots, they had to flex a new creative muscle by adapting their brief in real-time, as they found content that fit their overall vision. Working on Catch&Release enabled them to pull in content from a variety of sources on the internet and edit on a rolling basis. Ten members of the creative team curated content through Catch&Release and were able to track the status of shots as they were cleared, to inform what would likely become the final edit.

Using preexisting content from the internet, the brand was able to produce, edit and ship this spot in just five days. They curated and uploaded content to Catch&Release, and were able to manage all the clearance and licensing with full transparency from the moment shots were added to the platform.

“Your infrastructure is exceptional. Being able to request clearance, download high-res assets and track assets in real-time was a game changer as it allowed us to have a rolling set up for editing.”

- Producer