



How a semiconductor company brought essential workers to the forefront

Brief

This spot, created in response to COVID-19, celebrates the everyday, unassuming roles of essential workers. To visually represent those working behind the scenes during the current pandemic, they create depth -- for example, showing people that appear further back in the frame or behind objects like car doors and garden fences. This ultimately allowed them to quite literally bring the efforts of these heroes to the forefront.

Challenge

With the hyper-relevance of this project, the brand had to work with an incredibly quick turnaround. This short timeline drove the creative, and thus curation, to mostly royalty free content as clearances are quicker.

Results



18 total shots licensed



5 day turnaround

Solution

By leveraging UGC, the company was able to bring a unique creative concept to life, at a time when live-action production has been forced to a halt. Although this project had a short timeline, the brand, in collaboration with Catch&Release curation experts, continually cleared shots on a rolling basis, even after the spot went live, to ensure fresh content could be used for additional versions.

The use of user-generated content (UGC) created authentic, real-life moments, as if the viewer has just happened upon them. By using real content, captured by real people across the globe, they created an incredibly genuine, diverse spot, that champions essential workers from all corners of the world.

“The photos and videos had to feel as raw, authentic and genuine as possible, almost voyeuristic as if we just happened upon these moments.”

- Producer