



How an automotive brand made a hyper-local ad with content from the internet

Brief

To launch its new financial protection program during COVID-19, a major automotive brand created a broadcast spot that featured empty highways, playgrounds and storefronts from distinctly urban, suburban and rural areas across the US. Curation required wide-angle shots, as well as hyper-localized footage.

Challenge

Location, location, location. It was crucial that all footage was of cities and states where the car dealers (voiceovers) were actually located. Throughout the project, the locations of interest changed by which dealer voiceovers the client was able to gather.

Results



20 of 21 licensed images were used in the final spot



96.5% of shots requested by the client were successfully cleared by Catch&Release



2-3 day average clearance time

Solution

The expert curation team at Catch&Release worked over a weekend to find over 400 wide-angle images and videos that fit the brief of the project. Therefore, there were options as updates came in from the client regarding locations to prioritize.

“We were looking for high-end imagery of very specific locales that were once bustling but now empty – but without it looking too apocalyptic. The curation had to be a balancing act.”

- Curation Lead, Catch&Release