

# / Case Study:

# Translation LLC

## Securing Vimeo video for Translation LLC

A full service integrated agency producing innovative work for high-level brands, Translation came to us with the concept to create a commercial for one of their top clients. Needing both Getty Images video and unlicensed Vimeo content, Licensing Services stepped in to work closely with Translation ensuring that they could secure rights and clearances of powerful video.

According to Debra Horvath, Director of Business Management for Translation, "We did not want to restrict ourselves solely to video that was up for licence."

In creating a captivating commercial for their client showcasing the diverse, active lifestyles of young people around the world, Translation had chosen a selection of clips from Vimeo with unknown origins and rights holders. Since the nature of Vimeo is user-generated content, it presents a whole new set of licensing and copyright hurdles, including tracking down rights holders and talent to clear the video for commercial use.

"Initially we had thought, well this would be kind of impossible, we're going to have to chase after all of the releases and all of the clearances, but we were very, very happy to find out that Getty was a great partner in doing that for us" Debra told us.

Communicating every step of the way, Getty Images quickly performed in-depth research finding and assessing Vimeo content that fit both Translation's original creative concept and could also be cleared and licensed. "They [Licensing Services] opened the line of communication so that we can work with these individual photographers. So they, in effect, are opening up whole new areas of source material", said Debra.

In the end, the Licensing Services team tracked down the copyright holders and cleared 6 Vimeo clips and provided 24 Getty Images clips for Translation to create the commercial. By working closely with Translation on a tight deadline, the Licensing Services team was able to perform the necessary research and obtain clearance of Vimeo clips for Translation on a time frame that worked with the agency. Resulting was an engaging creative commercial that the client was "very happy, quite pleased" with.



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### / **The challenge**

While Vimeo content is authentic and engaging, the user-generated nature presents difficulty in finding copyright owners so that the clips can be successfully cleared.

### / **The solution**

Licensing Services quickly tracked down the origins of the Vimeo clips, contacted the copyright owners and worked with them to secure clearance.

### / **The result**

A powerful commercial spot featuring diverse video clips of young, active people from around the globe for Translation's client.

# / Case Study:

# Arnold Worldwide

## Bringing “Frank the Man” back to life

When the full-service agency Arnold Worldwide was collaborating with Brown-Forman in producing a campaign to launch the new Sinatra Select whiskey for the timeless American brand Jack Daniel's, they came to Getty Images for help. As a long-time partner, Arnold knew that they could rely on Licensing Services to help find and license securely the right iconic imagery.

In creating the campaign, Arnold and Brown-Forman were already working directly with the Sinatra estate to secure publicity rights for much of the content they needed. It was when they saw the need for very specific content featuring Sinatra in his heyday with other people to fill in the gaps, that Arnold came to Licensing Services for help. “Getty Images is a go to, when we have crazy asks”, said Maria Rougvie, VP, Senior Broadcast Business Affairs Manager, Arnold Worldwide.

**“Getty Images will, when we need it, offer an Image Guarantee™, and that for us is an assurance as an ad agency.”**

With the need for images that met criteria such as Sinatra wearing a suit, smiling, not smoking, and, of course, holding or toasting Jack Daniel's, Licensing Services worked closely with Arnold's creative team to pin down the right content. “I've never waited more than a day if we need to get something done. We're usually able to get what we need when we need it, no matter how complicated.” Maria disclosed. Once the perfect images were found, and the unreleased aspect of some the images was assessed, managing those issues became the next hurdle.



3302170, Keystone/Hulton Archive

“[Getty Images] will, when we need it, offer an Image Guarantee™, and that for us is an assurance as an Ad agency”, said Maria, which was exactly the solution that Licensing Services provided to securing the use of content featuring the crowd at one of Sinatra's shows.

Throughout the production of the “Frank the Man” spot, Licensing Services worked in lockstep with Arnold Worldwide to make sure they found exactly what they needed and could then use it with full indemnification. Upon airing, the commercial was met with amazing reception by the press and Jack Daniel's fans everywhere.



98747643, John Dominis/The LIFE Picture Collection

# / Case Study: Highlights

## / **The challenge**

In creating the “Frank the Man” spot for Jack Daniel's Sinatra Select, Arnold Worldwide needed an airtight licensing solution for specific, unreleased historic content.

## / **The solution**

Licensing Services worked closely with Arnold's creative team to research and secure what they needed to complete the spot with an Image Guarantee™.

## / **The result**

An engaging commercial spot that brought Frank Sinatra back to life in his historic element and made positive waves in the advertising world.