

GETTY IMAGES LATIN AMERICA

# EFFICIENT COMMUNICATIONS FOR FASHION, TREND AND ENTERTAINMENT BRANDS



# WHO ARE WE?

**Getty Images Latin America** creates and distributes the best and biggest collection of images, video, multimedia capsules and music, distributing it worldwide, 24 hours a day, seven days a week.

- We understand your brand values.
- We have photographers specializing in branded content in over 80 countries.
- We have production and editing departments in every office in Latin America and around the world.
- We are flexible and can handle every project – from the smallest to the largest.
- We are the leaders in image creation know-how.

**Much more than just an image bank!**



# REAL TIME CONTENT

As the times change,  
we also change the way we pro-  
duce and consume information.  
(Social Networks).



**WE KNOW THAT CONTENT  
NEEDS TO BE INCREASINGLY  
UP-TO-DATE, HIGH QUALITY,  
RELEVANT AND ON BRAND, AS  
WELL AS ORIGINAL.**



# WE BUILD STRENGTH WORKING TOGETHER



We work as a team with the different advertising agencies, your PR partner and entire in-house marketing and communication team.

# PHOTOGRAPHIC COVERAGE

Increase your media exposure and capture unique moments involving your brand and your products.

## WE ARE SPECIALISTS IN

Photographic coverage of the world's main fashion and entertainment events::

- Red carpet events.
- Fashion shows.
- Film festivals.
- Music shows.

We are the main photographic service providers at events including:

- Golden Globe Awards.
- Oscars.
- Grammy Awards.
- Cannes Film Festival.
- The Espys Awards.
- AFI Fest.
- Tony Awards.
- MTV Awards.
- Live Earth.
- Scream Awards.



# CLIENTS



# CREATIVE PHOTOGRAPHIC PRODUCTIONS:

## ON BRAND, ON BUDGET, ON TIME



### ① On Brand.

With over 15 years experience in creative and editorial photography, we have the skills needed to highlight the values you want your brand to convey.

**View the profiles for our specialist entertainment photographers.**

### ② On Budget.

We understand that certain images are irreplaceable and we can provide them at very accessible prices, using the best photographers at *any location worldwide!*

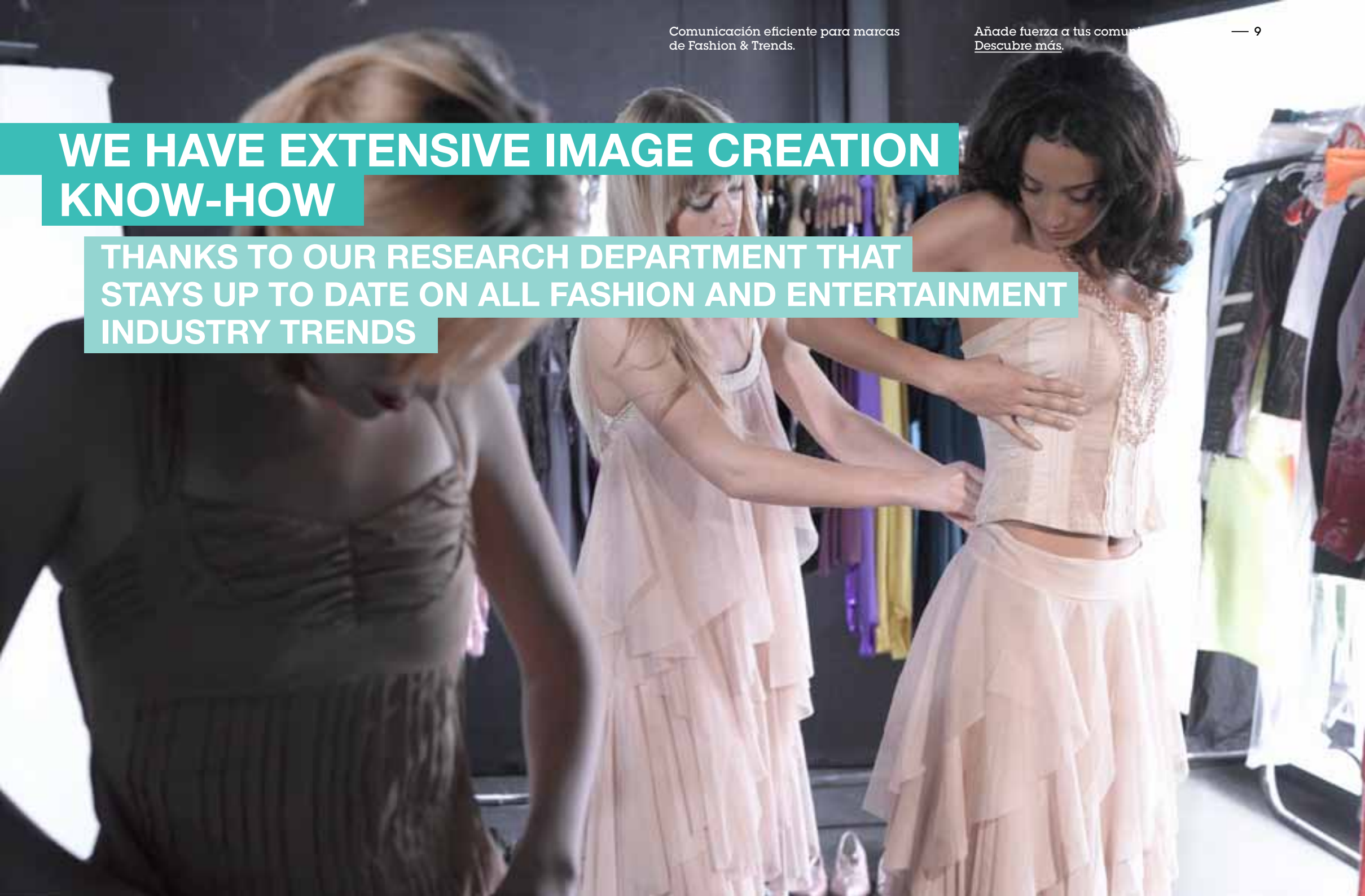
### ③ On time.

To make sure that your creative production process runs smoothly, you have complete access to our photographers, representatives and in-house production teams from the initial concept phase through to post-production. No delays. No stress. We look after everything.



# WE HAVE EXTENSIVE IMAGE CREATION KNOW-HOW

THANKS TO OUR RESEARCH DEPARTMENT THAT  
STAYS UP TO DATE ON ALL FASHION AND ENTERTAINMENT  
INDUSTRY TRENDS



# ENTERTAINMENT CAPSULES

Dazzle your audience with glamorous fashion and entertainment news.

All the best and most exclusive material from the world of fashion and entertainment, the red carpet and Hollywood events EVERY WEEK.

You get a 3 minute compilation per week of the best in global show business with a presentation tailored for you

## Just the way you want it!:

- With or without on-screen presenter.
- With music and with or without audio.

Discover how our Entertainment Capsules can help your media stay ahead of the rest.

- News summary.
- The best in fashion.
- The best of Hollywood.



# PHOTOGRAPHIC ASSIGNMENTS

We specialize in  
covering events in producing *on  
brand* content.

Our PHOTOGRAPHIC ASSIGNMENT  
service can be tailored to your  
precise requirements, to match your  
campaign and budget.



# EDITORIAL SUBSCRIPTIONS



Every day the world's leading magazines, periodicals and publishers use our images to create headlines, front pages and articles that help them stay a step ahead.

Our editors work fast to bring you the very best entertainment and fashion photos.

# PERSONAL IMAGE BANK



We can provide you with the perfect combination of images from our database to represent your brand values and characteristics.

- Agreements guaranteeing exclusive usage.
- Our Photographic Editors take the time to understand your brand's values and characteristics and carry out a fast image search.
- Our Picture Researchers can find the image you need and meet your urgent requirements.

**On brand. On budget.  
On time.**

# MODEL AND PROPERTY AUTHORIZATIONS

## Stop limiting your creativity!

You can quickly obtain the authorizations you need for unrestricted image use to meet your creative needs- at the best price

We have the market experience and global contacts to drive this type of process.

We offer simple, guaranteed and fast access to everything you need to use an image, and if difficulties should arise, we offer you usage insurance against any claims.



# IMAGE.NET



## Distribute your content around the world.

We distribute digital marketing and advertising material (press kits, images, audio and video) to a database of over 85,000 journalists worldwide, in real time.

- Real-time press material distribution
- Reach global media, in 18 languages
- Customer service available 24 hours, 365 days a year

# SOME OF THE MEDIA OUTLETS PUBLISHING INFORMATION FROM IMAGE.NET



# IMAGE.NET USERS



- Expand your local and international exposure.
- Reach the general and specialized press.
- Gain precise control over who should receive and who has downloaded your material
- Contact media outlets in the press, TV and on the internet
- Benefit from a team that can upload, edit and distribute your material with 24-hour support
- Monitor information of those who download your stories.

# MEDIA MANAGER™

## Manage your digital assets

Our web-based Media Manager™ service offers a central library for your archived images, film and photographs;

This is a digital asset management platform that helps you to store, handle and share images and files.

- Very easy to use.
- Available in 17 languages
- No software development required.
- No IT infrastructure required.



## SHARE WITH CARE

With Media Manager, material can be filed in libraries by department, product range and region.

Each library has its own permissions and can be managed and maintained independently.

Guarantee effective and secure control of your information.

Some customers already using Media Manager.



# WHY CHOOSE GETTY IMAGES LATIN AMERICA

## WE ARE GLOBAL, YET LOCAL

- We are one of the only companies worldwide offering integrated communications services in 132 countries

- Thanks to our wide range of services, content and local as well as international presence, we can fulfill all of your image, video and music requirements and meet your budget needs.



# WHAT ELSE CAN WE DO FOR YOUR BRAND?



- Creative photo productions anywhere  
Re worldwide.

- Music and video clips for your  
multimedia productions.

- Local and regional volume and  
Billing agreements

**NO ONE ELSE IN THE WORLD CAN PROVIDE  
YOU WITH SUCH A TURNKEY SOLUTION.**

# STRENGTHEN YOUR COMMUNICATIONS

Contact your getty images latin america account manager to arrange an assessment of your brand's visual assets. Find out how we can help you maximize the impact of your brand, and much more.

**[info@gettyimageslatam.com](mailto:info@gettyimageslatam.com)**

Discover more about images for financial services at **[www.gettyimageslatam.com/fashion](http://www.gettyimageslatam.com/fashion)**

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