

GETTY IMAGES LATIN AMERICA.

EFFECTIVE COMMUNICATIONS FOR THE REAL ESTATE AND CONSTRUCTION INDUSTRIES



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.

TREND RESEARCH

Tour brand through
images.

Communication experts for the real estate sector
Communication trends survey: the changing
concept of "home"

Add strength to your communications. — 6
Learn more.



THE HOME IS ORGANIC



This is how the home is seen today: it remains a very powerful symbol, but under serious threat from the recession. In our survey of keyword image searches carried out by clients, "home" was not one of the top 25 searches in 2007.

Now, "home" is ranked in the top 10.

The idea of "property" or "house" is increasingly distant from "lifestyle" or "investment" decisions, although [the idea of a house as "home" is growing strongly.](#)

The significance of a house as a "space", i.e. a possession to plan for or manage, is on the decrease, but there is growth in the concept of the home as a "place" with its own organic set of meanings.



THE HOME IS A "DWELLING"

There is emphasis on the idea of the home as a "dwelling" rather than a status symbol, or simply a place to furnish. **The "dwelling" has a special connotation of setting down roots, of living for now.**

We believe that this is an evolution of the "nesting" trend from the 90s, which was a lifestyle trend. The dwelling is a more reflective form of "nesting".



THE HOME IS A RETREAT



The concept of the dwelling is linked to the sense of belonging somewhere, a psychological imperative during times of economic uncertainty. It also involves belonging to a past, more than just belonging to a family, and of rediscovering traditions.

The home is a place where we can escape from the economic chaos around us.

THE HOME IS FREEDOM



This reflects a trend that we have noticed in the press after 9/11, when home and family showed a resurgence as basic brand concepts.

There is a subtle migration from the idea of freedom as personal expression to the idea of freedom to be oneself. **And the home, as we all know, is where we enjoy the freedom to be ourselves, to relax.**

THE HOME IS A REFERENCE POINT

The recession has already started to appear as part of visual language, especially in areas like the financial industry, where home images are starting to take on more importance. They are replacing lighthouses, mountains and crossroads, which appear to be too distant, too ingenious, or even "misleading" as symbols and have lost their relevance. In contrast, the home is uncomplicated.

At times of economic crisis, when society is unsure of the future, the image of the home becomes a reference point. It becomes a benchmark value based on which we judge all other images.

In times of abundance, the home represents a boring, slow and excessively safe world.

When the economy is facing difficulties, the home becomes an image of comfort and safety.

The home is the definitive image representing roots.

*"Toto, we're home! Home. And this is my room and you're all here and I'm not going to leave here ever, ever again. Because I love you all. And... oh, Aunt Em! There's no place like home!"
- Dorothy, the Wizard of Oz.*



CLIENTS



Sony Ericsson



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.

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.**

360° PHOTOGRAPHY AND VIRTUAL TOURS

The best photography uses cutting-edge technology and allows you to show your product in completely new ways.

Using Altamira 360° technology we can produce high resolution, high definition images for use in any digital media, as true interactive panoramas.



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.



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.



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.



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.

**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

Discover more about images for financial services at **www.gettyimageslatam.com/realstate**

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