

GETTY IMAGES LATIN AMERICA.

EFFECTIVE COMMUNICATION FOR THE TRAVEL, TOURISM AND LEISURE INDUSTRY



WHO ARE WE?

Getty Images Latin America creates and distributes the best and largest collection of images, video and music, distributed worldwide, 24 hours a day, 7 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...



TOURISM EXPERTS

We understand the communication needs and challenges of the Tourism, Travel and Leisure industry. We know how to promote your **Destination and Brand** through images.



Search is increasingly focused on:

- Realistic travel images, never posed ones.
- More and better images of urban landscapes and short trips: neighboring countries.
- “Realistic” models that people can identify with: a range of ethnicities.
- Attractive images for mature, active travelers: older models.
- Images for wealthy urbanites, who make up the biggest online sales market: ideas that transmit convenience and happiness.
- Images that illustrate large-scale events, showing the destination as a location suitable for conventions and corporate travel.
- Images that illustrate the eco-tourism trend, with models and situations that relate to this new way of travelling.

WHAT WE CAN DO FOR YOU



WE BUILD STRENGTH BY WORKING TOGETHER



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

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.

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.



PERSONAL IMAGE BANK

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

This is a reasonably priced service that offers a solution for every budget.

- Agreements guarantee exclusive usage.
- Our photographic editors take the time to understand your brand's values and characteristics.
- Our picture researchers can find the perfect photo and deal with your urgent requirements, 24 hours a day.
- We can provide you with the perfect combination of images and video clips from our database to

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



MODEL AND PROPERTY AUTHORIZATIONS

Stop limiting your creativity!

You can quickly obtain authorizations for unrestricted image use in order 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 insurance against any claims.



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.



PHOTOGRAPHIC ASSIGNMENTS



Maximize your sponsorship and capture images and video aligned with your brand values.

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 complete control over who should receive and who has downloaded your material.
- Direct contact with 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 the information of those who have downloaded your content.

MEDIA MANAGER TM

Manage your digital assets

Our web-based Media Manager TM 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.
- The best way to deliver digital content to your advertising agency worldwide.



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 and 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.

CLIENTS WHO PUT THEIR TRUST IN US



STRENGTHEN YOUR COMMUNICATIONS

Contact your Getty Images Latin America account executive to survey your brand's visual elements, and discover how we can help you maximize the impact of your brand, and much more.

info@gettyimageslatam.com

Discover more about images for touristic services at **www.gettyimageslatam.com/tourism**

Or visit **gettyimageslatam.com**

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