




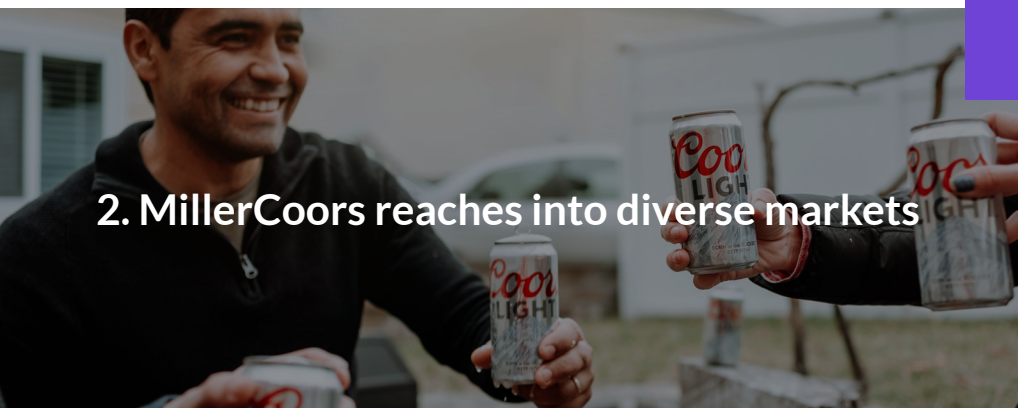
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Beyond the Brief



1. Chipotle reframes their brand experience

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2. MillerCoors reaches into diverse markets



3. Amway's new product launch goes global



4. Toyota goes small to engage on social media

There are so many ways Getty Images Custom Content can help you achieve your brand goals, refresh your image and video library, and get exclusive content made just for you, to your specifications—saving you time, budget, and the hassle of doing it yourself. But, as they say, seeing is believing. The following pages are filled with images created from Custom Content briefs for some of the world's leading brands who turned to us with their unique needs. Beyond a case study, these images illustrate just exactly how powerful our personalized service can be—and how truly endless the possibilities are.

Contact your Getty Images representative or www.gettyimages.com/solutions/custom-content to learn how we can help fill your specific visual needs.



CHIPOTLE

Chipotle reframes their brand experience

Looking for fresh imagery to fit the times and shot in the United States, Chipotle submitted a brief asking us to highlight real customers eating its food both outdoors and at home, instead of in their restaurants. The brand requested a diverse group of models spanning multiple generations to build their new asset library for use across all of its marketing channels.

Our large US contributor base captured authentic moments with a wide range of models enjoying Chipotle in every region of the country and in a variety of scenarios.

Custom Content delivers...

Refreshed brand assets that connect with today's consumer.





MillerCoors reaches into diverse markets

With a need to authentically represent their customer base, MillerCoors turned to us to develop content libraries of Latinx models, incorporating our insights on Diversity and Inclusion to the creative briefing process.

The client asked to showcase friends hanging out and gathering after a pickup soccer game while enjoying their product. Custom Content allowed them to tap into our global network of contributors and access a diverse set of models to fit their brief. Miller Coors now has fresh images to fulfill current and future needs to build out their seasonal library for flexible use across paid social, digital campaigns, point of sale, and beyond.



Custom Content delivers...

Data and insights that result in reaching new markets.





Amway new product launch goes global

To promote their new nutrition product, Amway needed authentic lifestyle images and videos of fit people exercising outdoors using their product. While Japan-specific packaging was required, the shots could be produced anywhere in the world due to the brand's international footprint.

Working with photographers and videographers in several countries, Getty Images facilitated product shipping and created over 400 still and video assets for Amway to choose from. We were able to source athletic models in the requested age range who were captured working out, bouldering, and hiking in various outdoor locations. All imagery was model released and cleared for all commercial uses in perpetuity. With only a few briefs—and via seamless crowd-sourced production taken care of by Getty Images—Amway was able to create a fresh brand library of their newest product captured around the world.

Custom Content delivers...

Beautifully shot campaigns with visuals as fresh and unique as your new product.





Toyota goes small to engage on social media

Seeking to update imagery for social media channels and connect with fans during the pandemic, Toyota's brief challenged our visual experts to find a solution to shooting globally in a time of restrictions and production limitations.

Our creative team came up with a concept of shooting miniature Toyota model cars and making them look real. Photographers around the world were selected to blend real locations with the toy cars using special techniques and hand-built sets—combining imagination and reality to create this library of unique images.

Custom Content delivers...

Expertise to overcome logistical challenges with creative solutions.



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Speak to your Getty Images Representative
or visit [gettyimages.com](https://www.gettyimages.com) to learn more.