/ Case Study: Virgin Galactic

Virgin Galactic is the world’s first commercial spaceflight company, offering space tourism opportunities to the public.

/ Challenges

With media interest on the rise, Virgin Galactic needed a more efficient and scalable way to share digital assets across audiences and platforms. Known worldwide for their unparalleled innovation, they were looking for a partner to provide streamlined solutions tailored to their mounting asset management and communication needs.

/ Solutions

In full partnership with Virgin Galactic, Getty Images provided an asset management system built to support the skyrocketing interest in their upcoming first commercial flight coupled with a smart solution for syndication of press materials.

/ Results

Virgin Galactic’s internal marketing team is now able to access content more efficiently and quickly. Newly created content is automatically published for the group and search functionality is optimized with customized metadata.
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/ Challenges

As it geared up for a groundbreaking and newsworthy year that included the build up to its first commercial launch, Virgin Galactic required an intelligent solution for managing and promoting a digital asset collection in high demand.

/ Central storage. Virgin Galactic needed to move from a single local server with limited access to a more robust cloud-based, secure platform in order to provide 24/7 access, the ability to coordinate approved brand content, and an efficient way to share that content with the press and agencies.

/ Metadata. The team wanted to be able to add more consistent, detailed and searchable information to images to increase visibility and media reach.

/ Speed. The bottleneck caused by single server access slowed down the distribution of videos of test flights and images of company events to the press. In a 24/7 news and entertainment culture, efficient downloads translate to more accurate and detailed coverage and increased audience reach.

/ Reach. As a media partner, Getty Images was enlisted to make Virgin Galactic images available directly to thousands of highly desirable global media contacts through image.net by Getty Images as well as syndicate key assets on gettyimages.com.

/ Brand management. Virgin Galactic wanted to be able to better control their story, video, and imagery to promote the most accurate and positive representation of their company’s pursuits and their overall brand identity.
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The solutions

Getty Images Media Manager has created an efficient and intelligent answer to Virgin Galactic’s growing distribution needs.

The solution offers the entire Virgin Galactic marketing team instant access to both new and existing images. This time-sensitive content can then be shared with the media more quickly and easily through image.net, ensuring that the most relevant and up-to-date content is reaching the right people.

Key benefits:

/ All-access. The entire team has 24/7 access to the content, so team members who had been responsible for distribution can focus on other priorities.

/ Easy migration. Migration of existing content and workflow was managed completely by Getty Images.

/ Searchable metadata. Increased metadata detail on images means improved search functionality.

/ Automated publishing. Media Manager is set up to instantly receive and publish new images.

/ Brand consistency. All images are approved to reflect the brand’s identity in every communication.

/ Trackable distribution. Virgin Galactic controls their media lists, manages exclusives and monitors who picks up their stories.

/ Targeted distribution. Virgin Galactic can find and feed industry influencers in leading newspapers, magazines, blogs, online media, and broadcast networks.

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/ The results

Virgin Galactic's content is now syndicated on gettyimages.com, distributed for promotion via image.net, and available to users through a simple, trackable permission-based structure. The entire marketing team now has quick and easy access to a growing library of content, through one centralized location, offering:

/ Time savings. A simple intuitive interface makes it easy to find the latest materials and on-brand content.

/ Faster sharing. Powerful search, lightbox and archiving tools enable efficient access and delivery of media in a variety of formats.

/ Increased productivity. Time lost sharing large video files or searching for images on a local server is now spent on media relations and supporting the company's growth.

Talk to us about your brand.
As the world leader in digital media, we can help you create a consistent visual language, manage and distribute your brand assets and streamline your workflow with a cost-effective digital asset management solution.

For more information, contact your local Getty Images office:
US / 888 3731500
UK / 0800 279 9257
mmhelp@gettyimages.com