

# The Masters Collection Case Studies

Learn how global companies are using iconic imagery from Getty Images to elevate their brand communications.



## Tidewater Inc.

### What they do:

Provide marine support services for the offshore energy industry

### What they were creating:

2010 Annual Report

### Image cleared:

Muhammad Ali

### How they did it:

Originally intending to license an image from a 1974 fight between Muhammad Ali and George Foreman, Tidewater approached Getty Images about using this image for their 2010 annual report. The Getty Images Rights & Clearance department worked on the request, seeking clearance from Muhammad Ali, George Foreman and the fight's referee. In the end, Muhammad Ali agreed while Foreman declined. To help accommodate Tidewater, Getty Images recommended an alternate solution, which featured an image of Ali only, taken during a fight. We also negotiated a competitive price for Tidewater, producing successful results and an ideal image for Tidewater's Annual Report.





## Multi Corporation

### What they do:

Commercial developer of inner-city retail space in Europe, comprising of complementary companies in property development, investment, asset management and property management

### What they were creating:

Print ads – Q4 2010

### Image cleared:

Laurel & Hardy, Louis Armstrong

### How they did it:

Multi's objective was to create unique and different-from-the-norm property communications, which they sought to accomplish by running a famous faces campaign. The Getty Images Rights & Clearance department licensed Laurel & Hardy by negotiating with their estates and provided an image guarantee for the Louis Armstrong shot. The images were used solely in the Netherlands in a variety of trade magazines over the course of one month.



# Tenuta Il Palagio Winery

## What they do:

An Italian winery founded by Trudie Styler and Sting, set in a sixteenth-century Tuscan villa, producing two varieties of fine vintage wines

## What they were creating:

Wine bottle labels

## Image cleared:

Acrobat, Karl Carsony

## How they did it:

Tenuta Il Palagio wanted to use a non-released archival image for their new wine label. The image, of an acrobat balancing on a wine bottle, was perfect for them so our Rights & Clearance department researched the image in the hope that we could secure clearance. The department discovered the name of the acrobat in the image to be Karl Carsony, who is now an octogenarian. Carsony was thrilled to have his image used on the wine bottle, and the deal was quickly closed. The wine is now available for sale online and at select retailers around the world.



For more information about how you can put Getty Images' iconic imagery collection to work for you, please contact:

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