

Case Study:  
**Audi quattro Winter Games  
New Zealand 2015**

**Background**

Winter Games is a multi-sport international athletic event, hosted in New Zealand. The organisers' were looking for a simple solution to produce visual content and leverage media coverage that would showcase New Zealand and the success of the Audi Quattro Winter Games to the world.

**Solution**

Getty Images was engaged as a full-solution provider: covering the whole event photographically with 6 photographers and an editorial team, and distributing the resulting coverage via its world leading digital publicity platform image.net as well as the main website GettyImages.com



## Results

A wide-range of first-class visual content was produced and distributed to the media, resulting in high-quality coverage both in New Zealand and internationally. Winter Games NZ also received additional visual content of on-the-ground activities to support their marketing and sponsorship efforts, helping to grow the event in following years.

A dedicated team was assembled to manage photographic coverage of 24 individual events. It included 6 of the most experienced sports photographers in ANZ, 2 editors to curate, caption and deliver all coverage of the event, and a dedicated photography event manager assigned to provide a single point of contact and orchestrate the assignment.

- Images covered and downloaded for 24 events
- 2,713 images curated for Image.net for global media to access free of charge
- 1,659 images curated for GettyImages.com for distribution to global subscribers for download and embed
- 1,804 images curated for offline delivery via Getty Images Media Manager (volunteers/staff, signage, logistics, production)
- 3 x 360 Virtual Reality images produced and published
- 9,813 images downloaded in total, 876 unique downloads
- 118 media houses accessed the images
- 31 countries accessed images
- Total unique distribution 150,000+



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*“We have chosen to work with Getty Images for the Winter Games NZ because of the quality of their sports images and their ability to not only distribute those images but also have various media then use the images. They know what sorts of images are more likely to be picked up by the media.*

*Getty have also shown themselves to be flexible in how they work with us and have adapted the brief and the deliverables to better meet our needs. The result is that we have a large stock of quality images that we can use for our own marketing and media purposes as well as satisfying the needs of our partners.”*

-Arthur Klap, Chief Executive - Audi quattro Wintergames

For more information contact us

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