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**YOU WANT
TO SAY
SOMETHING
UNIQUE.**

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**Work hard.
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Rest assured.**

**SO DOES
EVERYBODY
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WHY TAKE CHANCES WITH YOUR CAMPAIGN?



Producing something distinct and creatively credible, which targets the right market with the right message, takes a lot of time and effort.

As an Agency or Marketing professional, you've explored every avenue to give the Client exactly what they needed. You've searched our Rights Managed collections and found the perfect image – fresh and unique, with high production values.

Then, two days before launch, a competitor introduces a campaign featuring your lead image.

It's happened before, exactly like that.

By adding EXCLUSIVITY to your license, you can prevent this from happening. With exclusivity, you can rest easy, knowing that your new campaign will be every bit as unique and distinctive as you intended.

Why take chances with your campaign?

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EXCLUSIVITY. FOR REAL PEACE OF MIND, JUST ASK.

Protect your investment.

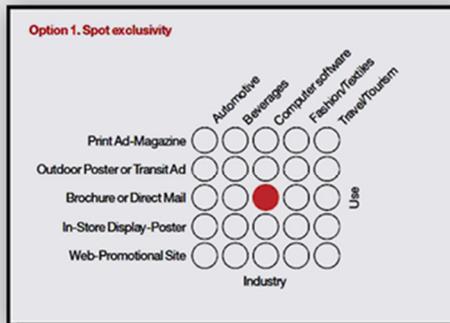
We aim to give you the best possible value. Often you don't need exclusivity, so it's not included in the Rights Managed licence fee. But when you need to protect your campaign, you need exclusivity.

The right level of protection.

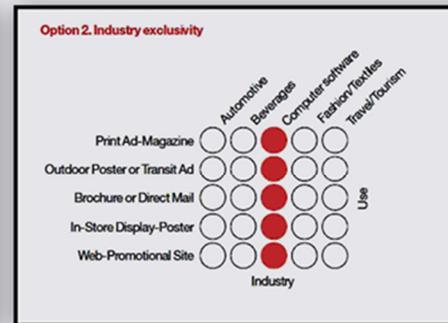
Exclusivity allows you to prevent or limit others from using the same image you select, for the duration and territory of your licence.

Getty Images offers a range of exclusivity options to best suit your needs: Spot, Industry, Use and Total. These can be further customized to suit your exact needs – so you pay only for the kind of protection that's right for your campaign.

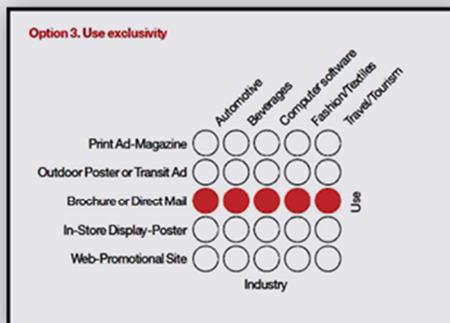
Select the type of exclusivity that's right for you!



Spot – this option is ideal when you need a narrow form of protection, specific to the exact type of use and industry.



Industry – perfect when you need to maintain a competitive edge in a particular industry, regardless of use.



Use – great for when you want to limit one type of use regardless of industry.



Total – complete coverage across all industries and all uses, the most comprehensive form of exclusivity offered.

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EXCLUSIVITY. PRICE AND SERVICE.

Affordable pricing

Exclusivity offers a simple, cost-effective and streamlined way to protect your creative assets. If you consider the risks, exclusivity is a small price to pay.

Stay on track

Our exclusivity experts have years of experience in licensing rights. They work fast to help keep your project on schedule.

The right option for you

We are here to help you from the very first moment of your project. Contact us today to find out more about how to protect your investment.



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THE VALUE OF EXCLUSIVITY

A CASE STUDY

SITUATION

Two high-profile companies within the same competitive industry licensed and used the identical image prominently within concurrent, national campaigns.

RESULT

Alert consumers noticed the redundancy and brought it to the attention of business marketing press. Exacerbating the situation, the press covered the companies and their usages in articles.

Embarrassed by the negative attention, the companies questioned their decision to use stock photography. Both companies invested a significant amount of time and money on the campaigns that not reached their full ROI due to an issue that was avoidable with the proper knowledge and counseling regarding using the exclusivity service.

SOLUTION

Here at Guliver, we make sure we consult with the Client to ensure they are receiving the right product and service for their unique project.

Some terms that signal you may need exclusivity: national, billboard, corporate identity, high-profile, product launch, tradeshow.

We recommend the specific type of service that is appropriate based on your project – spot, industry, use or total.

We explain the workflow and the value of exclusivity, clarifying the misconception that Rights Managed imagery automatically includes exclusivity.



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FREQUENTLY ASKED QUESTIONS

Will I be the only one who can use the image(s)?

No. You have to purchase exclusivity rights to prevent or limit others from using your image(s) for the duration of your licence. Unless you purchase exclusivity, other people can license the same image(s) during the same period. Different types of exclusivity at various prices are being offered. Please contact Guliver – Getty Images Master Delegate for Romania.

What is exclusivity?

Exclusivity allows you to prevent or limit others from using the same image(s) you select for the duration of your license. Rights Managed (RM) licenses do not automatically include exclusivity; the right can be purchased as a additional fee to your usage fee.

What are the exclusivity options?

The following options describe the levels of exclusivity that can be purchased with your RM image. Guliver and Getty Images will make commercially reasonable efforts to avoid re-licensing the same image in the same territory during the same timeframe.

The differences between the various exclusivity options are explained below. For pricing and more information regarding each level of exclusivity, please contact us, here at Guliver.

Spot exclusivity

The narrowest form of exclusivity, spot exclusivity limits the re-licensing of the same image (or its similars*) for the same use.

For example, if you want to license an RM image for use in outdoor posters within the beverage industry, for a given month, and you don't want the same image to be licensed to other customers for use in outdoor posters in the same industry during the same month.

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FREQUENTLY ASKED QUESTIONS

Industry exclusivity

Industry exclusivity limits re-licensing of the same image (or its similars*) in the same industry, across all uses.

The main difference between industry exclusivity and spot exclusivity is the fact that the industry exclusivity covers all uses within the customer's industry, rather than just the specific licensed use.

For example, you want to license an RM image for use in print advertising, television advertising, outdoor posters, brochures and electronic greetings in the beverages industry, for a given month, and you do not want the same image to be licensed for any medium in the same industry during the same month.

Use exclusivity

Use exclusivity limits re-licensing of the same image (or its similars*) for the same use, across all industries.

For example, you want to license an RM image for the use in outdoor posters across all industries, for a given month, and you do not want the same image to be licensed for use in outdoor posters during the same month.

Total exclusivity

Total exclusivity is the most comprehensive for of exclusivity offered. It limits re-licensing of the same image (or its similars*) for any use, in any industry, in the same territory and during the same timeframe.

For example, you want to license an RM for use in print advertising, television advertising, outdoor posters, brochures and electronic greetings in a certain industry, for a given month, and you do not want the same image to be licensed for any medium or any industry during the same month.

*Similar are images in the collection that have been identified by Getty Images as being from the same photo shoot and containing the same model or subject, in the same background or scenario, at the same time of the day, telling the same story. Also referred at sister images.

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Page 3 – 200135986-001 Martin Barruad, The Image Bank

Page 5 – 200143648-001 Matthias Clamer, Stone +

Page 6 – 108804077 Holloway, Stone

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