

# PICTUREDESK FOR BRANDS

## MONITOR AND AMPLIFY YOUR BRAND IMPACT

Instantly find and source content of your brand, products and brand ambassadors from our picture hub with the power of AI

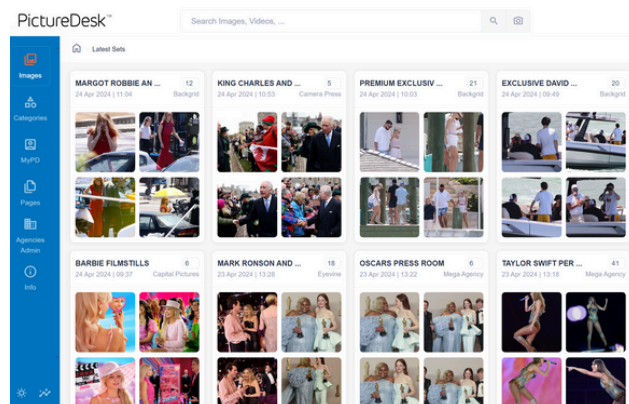
### Content Services Platform

Browse and search across 100 million licensable images in PictureDesk. With a live feed from over 100 photo agencies, content streams in daily from events all over the world. Brands are empowered to review brand exposure as well as licensing opportunities across photo/video feeds and influencer content.

Brands can track down images of their products gifted to celebrities, influencers, and brand ambassadors. Once worn, be on the lookout for content to share on social platforms, such as your designs on the red carpet. PictureDesk will connect you to the image supplier to license or buy out the rights to the image and maximize on your PR campaigns.

### Star Tracker

Set StarTrackers on brand ambassadors ensuring you know immediately about any new content featuring your celebrity spokespeople and your brand. Notifications are sent directly to your email inbox so you don't miss a beat!



### AI-Powered Visual Search & Brand Analysis

PictureDesk's platform offers brands powerful tools to enhance content discovery and brand monitoring through our AI-powered Visual Search. This includes logo recognition across images and videos, enabling brands to analyze how their logos appear in different contexts. With our cluster search feature, brands can easily identify visually similar content, streamlining the process of discovering relevant images or videos for marketing and PR purposes.

Our advanced AI technology also allows for the development of bespoke brand analysis and campaign monitoring solutions. By utilizing logo recognition, brands can track their presence across licensable content, providing valuable insights into brand exposure. These tailored solutions empower brands to identify the most successful campaigns, offering meaningful reporting that enhances marketing efforts.

## How Top Brands Boost Impact with PictureDesk

### Tracking Images of Gifted Products for a Luxury Fashion Brand

A leading luxury fashion brand, known for gifting high-end products to celebrities and influencers, leverages PictureDesk's StarTracker feature to monitor where and how these gifts are being worn. Using the platform, they can track celebrity appearances at red carpet events, media appearances, and social media posts featuring their brand. This not only ensures that their brand is being well-represented but also gives them the opportunity to source powerful content for marketing campaigns. When a celebrity is spotted wearing one of their pieces, PictureDesk connects the brand to the image supplier, allowing them to quickly license or acquire the image rights for maximum PR impact.

### Maximizing PR Campaigns for a Cult Fashion Brand

An emerging fashion house, famous for its distinctive designs and having a dedicated following, uses PictureDesk to track the digital footprint of their collections. With PictureDesk's AI-powered search capabilities, they trace where their designs appear across various media outlets and online platforms. The platform identifies key images from fashion weeks, red carpet events, and influencer collaborations that resonate with their audience. By licensing or buying out the rights to these images, the brand strategically enhances their PR efforts, ensuring that their unique designs are featured in the right places, at the right times.

### Monitoring Brand Exposure for a Sustainable Footwear Brand

A global footwear company, renowned for its sustainable and eco-friendly sneakers, taps into PictureDesk's live feed from over 100 photo agencies to monitor brand visibility worldwide. The company tracks how often and by whom their sneakers are worn, identifying influencers and celebrities who wear their products both in everyday life and at high-profile events. By utilizing PictureDesk, they gain real-time insights into how their brand is perceived and can pinpoint opportunities for further engagement. This information is then used to tailor their marketing strategies, track ROI on influencer campaigns, and acquire image rights for use in promotional materials.

## About Us

FADEL, innovator of rights and royalty management software, has worked with some of the biggest names in media, entertainment, publishing, high-tech and advertising. By automating talent and content rights management across videos, photos, ads, music, products, and brands and streamlining the processing of licensing royalties, FADEL's cloud-based solutions have empowered businesses to significantly maximize revenues and increase process efficiencies. Founded in 2003, FADEL is headquartered in New York City and also operates offices in Los Angeles, London, Paris, and Lebanon. For more information, visit [fadel.com](https://fadel.com).