



Shutterstock Launches National TV Campaign, 100% Shutterstock, Leading Brand Refresh

September 15, 2021

Produced by Shutterstock Studios and RSA Films, the new campaign inspires creatives to imagine what they can create with Shutterstock's assets across Editorial, 3D, Music, Studios and more

NEW YORK, Sept. 15, 2021 /PRNewswire/ -- [Shutterstock, Inc.](#) (NYSE: [SSTK](#)), a leading global creative platform offering full-service solutions, high-quality content, and applications for brands, businesses and media companies, today announced the launch of its new brand campaign and TV commercial, *100% Shutterstock*. Created solely with Shutterstock content, the TV campaign showcases the creative platform's ability to fuel and unleash creative potential from inspiration to the finished product. The TVC, co-produced by Shutterstock Studios and the Ridley Scott Creative Group's RSA Films, asks creatives, "What can you create with 100% Shutterstock?"



The demand for creative solutions and content has risen dramatically since the start of the pandemic, which has driven a need for more cost-efficient and flexible services to cater for remote working conditions and budget restrictions. Despite widespread access to tools and assets for creatives, there is a lack of a cohesive workflow and therefore, creators are required to constantly jump between resources. *100% Shutterstock* enables creators to overcome this challenge by starting and ending their entire process on one platform, while keeping full flexibility on the creative concept. The campaign aims to expand people's breadth and perception of Shutterstock's entire offering, showcasing the company's shift in positioning from its inception as a stock image house, to an intelligent creative platform.

"There is no better way to tell your clients what you can do, than by showing them. Our new commercial demonstrates the limitless creative possibilities you can achieve with *100% Shutterstock*," said Rion Swartz, VP of Brand Marketing at Shutterstock. "Shutterstock is redefining what creativity means and how content creation happens. *100% Shutterstock* is an important moment for the brand as we prove ourselves to be a cutting-edge creative partner for individuals and businesses of all sizes. We aim to expand the perception of what creators can do with our amazing catalog of assets, and highlight our services that can turn your ideas into achievements. Our commercial is about celebrating all the resources available on one platform -- from Editorial and custom content through our Studios offering, to video, music, and 3D rendering, that are, of course, *100% Shutterstock*."

Aimed at all creators, from individuals to global enterprises, the campaign hopes to inspire people to think big. The TVC was co-produced by Shutterstock Studios, an end-to-end custom creative service launched in November 2020 that provides global production services, data-driven content strategy, brand storytelling and amplification for today's most influential brands and agencies.

Additionally, Shutterstock's creative platform has been strengthened with recent acquisitions of leading online graphic design and image editing platform, [PicMonkey](#); AI music company, [Amper Music](#); 3D content marketplace, [TurboSquid](#); and the formation of its new AI division, [Shutterstock.ai](#), and production company [Shutterstock Studios](#). As a result, the platform has simplified the creative process by bringing together the widest variety of fresh and relevant content and applications to allow creators to create, all in one place.

"Following a fantastic year for Shutterstock Studios, having produced TVCs, branded entertainment, social and digital content for some of the world's biggest brands, media companies and agencies, it was an incredibly creative and inspiring experience to produce our own Shutterstock campaign," said Aiden Darné, Head of Global Production at Shutterstock Studios. "To be given the keys to our expansive library of assets and produce a TV spot made entirely from Shutterstock content was one of those rare opportunities to combine a great creative brief with innovative technology that made perfect sense. XR is a game changer for filmmakers, and I think that so far, it hasn't been used that much for commercial content. Creating our Shutterstock world wouldn't have been possible without that type of technology. Or at least, it wouldn't have been nearly as effective."

"We leveraged visuals from every area of the Shutterstock business for this campaign, and it was a compelling reminder of just how versatile and far reaching our offering is for our customers globally."

The *100% Shutterstock* video campaign will run between September 13 and December 12, 2021. Planned and executed in partnership with Horizon Media, viewers will see it on 19 top tier and niche cable networks in the US, across connected-TV platforms like Hulu, Roku, and Amazon Fire TV, along with a variety of digital, social, and owned outlets like YouTube, Facebook, and Instagram viewable across multiple devices.

For more information about Shutterstock, visit [shutterstock.com](#).

Notes to editors:

To view supporting creative video assets and imagery, visit <https://www.shutterstock.com/explore/one-hundred-percent>.

Credits:

Media Agency: Horizon

Director: Juriaan Booij

Executive Producer: Mark Infante

RSA Producer: Lisa Joseph

Creative Director: Anastasia Marshall

Production Company: Shutterstock Studios and RSA Films

DOP: Andreas Neo

Production Designer: Russell De Rozario
Post: Final Pixel
Sound: Eclectic

ABOUT SHUTTERSTOCK

Shutterstock, Inc. (NYSE: [SSTK](#)), is a leading global creative platform offering full-service solutions, high-quality content, and applications for brands, businesses and media companies. Directly and through its group subsidiaries, Shutterstock's comprehensive collection includes [high-quality licensed photographs, vectors, illustrations, videos, 3D models](#) and [music](#). Working with its growing community of over 1.8 million contributors, Shutterstock adds hundreds of thousands of images each week, and currently has more than 380 million images and more than 22 million video clips available.

Headquartered in New York City, Shutterstock has offices around the world and customers in more than 150 countries. The Company also owns PicMonkey, a [leading online graphic design and image editing platform](#); Offset, a [high-end image collection](#); Shutterstock Studios, [an end-to-end custom creative shop](#); PremiumBeat, a curated [royalty-free music](#) library; Shutterstock Editorial, a premier source of [editorial images](#) and [videos](#) for the world's media; TurboSquid, a leading [3D content marketplace](#); Amper Music, an [AI-driven music platform](#); and [Bigstock](#), a value-oriented stock media offering.

For more information, please visit www.shutterstock.com and follow Shutterstock on [Twitter](#) and on [Facebook](#).

ABOUT RSA FILMS

RSA Films is a global commercial production company founded by directors Ridley and Tony Scott.

Renowned for creative excellence and production expertise, for over 50 years RSA Films has produced innovative, award-winning campaigns for agencies and brands worldwide.

Based in London, Amsterdam, Los Angeles, New York, Hong Kong and Greater China, and with a roster of leading global creative and production talent, RSA Films promotes diversity, purpose, and agility in all forms of content.

FORWARD-LOOKING STATEMENTS

This press release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995. Examples of forward-looking statements include, but are not limited to, statements regarding management's future business, future results of operations or financial condition, including new or planned features, products or services, management strategies, Shutterstock's expectations regarding financial outlook and future growth and profitability and statements regarding anticipated improvements in operations. You can identify forward-looking statements by words such as "may," "will," "would," "should," "could," "expect," "anticipate," "believe," "estimate," "intend," "plan," "opportunities" and other similar expressions. However, not all forward-looking statements contain these words. Such forward-looking statements are subject to known and unknown risks, uncertainties and other factors including risks related to any changes to or the effects on liabilities, financial condition, future capital expenditures, revenue, expenses, net income or loss, synergies and future prospects; our inability to continue to attract and retain customers and contributors to our online marketplace for creative content; competitive factors; our inability to innovate technologically or develop, market and offer new products and services; costs related to litigation or infringement claims, indemnification claims and the inability to prevent misuse of our content; our inability to increase market awareness of Shutterstock and our products and services; our inability to effectively manage our growth; our inability to grow at historic growth rates or at all; technological interruptions that impair access to our websites; assertions by third parties of infringement of intellectual property rights by Shutterstock, our inability to effectively manage risks associated with operating internationally; our exposure to foreign exchange rate risk; our inability to address risks associated with sales to large corporate customers; government regulation of the internet; increasing regulation related to the handling of personal data; actions by governments to restrict access to our products and services; our inability to effectively expand our operations into new products, services and technologies; our inability to protect the confidential information of customers; increased tax liabilities associated with our worldwide operations, including our exposure to withholding, sales and transaction tax liabilities; the effect of the Tax Cuts and Jobs Act of 2017; public health crises including the COVID-19 pandemic; general economic and political conditions worldwide, including disruption and volatility caused by COVID-19 and any resulting economic recession; our inability to successfully integrate acquisitions and the associated technology and achieve operational efficiencies; and other factors and risks discussed under the caption "Risk Factors" in our most recent Annual Report on Form 10-K, as well as in other documents that the Company may file from time to time with the Securities and Exchange Commission. As a result of such risks, uncertainties and factors, Shutterstock's actual results may differ materially from any future results, performance or achievements discussed in or implied by the forward-looking statements contained herein. The forward-looking statements contained in this press release are made only as of this date and Shutterstock assumes no obligation to update the information included in this press release or revise any forward-looking statements, whether as a result of new information, future developments or otherwise, except as required by law.

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