

Staying Power

Overview

Global energy giant Iberdrola is leading the charge to reduce carbon footprints and increase renewable energy use across the globe. In this stunning docu-style brand film, we explore Iberdrola's strategic vision, showcasing how its cutting-edge and industry-leading energy projects are setting the stage for a more resilient future.

Objectives

- Showcase how and why Iberdrola is leading the transition to renewable energy globally.
- Build credibility, reach, and presence for Iberdrola and its innovations through a strategic branded content campaign.
- Explore how businesses can curb emissions and meet net-zero goals.
- Bring Hollywood-level filmmaking to the realm of branded content.

Execution

No expense was spared to bring to life the breathtaking energy generation and storage projects decarbonizing the Iberian grid. Aiming to create as much original b-roll as possible, our teams were able to secure high-level security clearances with the Spanish Government and Federal Aviation Administration to showcase their most-secure power plant locations by helicopter, drone, and multi-camera set-ups throughout Spain.

Results

- Brand film surpassed Fortune's benchmarks for time spent on content by 3x.
- Engaged page views were 14x benchmarks (a record for any FBS campaign to date).
- Iberdrola's executive and PR teams heralded *Staying Power* as the best brand film they've ever worked on.

