

# 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.

