



cateyepro.com | hello@cateyepro.com | 202.750.9394



introducing CUSTOM STOCK: authentic still photos + videos to tell your unique brand story

Photos and videos are everywhere today. Your audiences have come to expect great content at their fingertips. The Cat Eye Pro Custom Stock Library is a unique and personalized library of images and videos that help your brand stand apart and illustrate why your brand matters.

custom stock allows you to:

- Showcase the people in your audience, so they see themselves and the positive impact your brand makes in their lives
- Use one-of-a-kind imagery to reinforce the unique value of your brand and positive impact of your mission
- Tap a collection of images and video clips for marketing, social media, fundraising and other print, digital or video/broadcast communications that is unique, helping set your brand apart
- Stretch your creative budget with a strategic investment in a highly versatile and utilitarian collection

key benefits of cat eye pro custom stock photos + video

 <p>unique strategically representing your unique brand value, in every photo and every frame</p>	 <p>authentic featuring real people in real-world scenarios</p>	 <p>fresh never seen before</p>	 <p>flexible produced to use across multiple media platforms</p>	 <p>compelling inspiring audiences to engage with your brand</p>
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[click here to view our recent custom stock success story >>](#)

PBS KIDS commissioned us to create Custom Stock video and still photography of high-impact moments in preschool education to use over time in or print, digital and broadcast communications and campaigns.



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nobody can tell your brand story better than you!

Drop us a line at hello@cateyepro.com to explore how we might create your Custom Stock Visual Library.

about cat eye productions

Cat Eye Productions is a team of expert visual storytellers who can help you engage these audiences. With Cat Eye Pro, your brand story and creative integrity are both celebrated and safe. We get to know your brand, then focus on the production details so you get the authentic content today's audience demands. We pride ourselves on creating a positive atmosphere for everyone involved in our productions—including the baristas who serve coffee and tea to our crew—and as a result, our clients receive exceptional quality visual storytelling.

about our team

Rachel Holmes Rachel is the heart, smarts and founder of Cat Eye Productions. She is an Emmy-nominated creative producer who led the production of compelling content for national clients such as PBS, PBS KIDS, Apple, USPS, Planned Parenthood, Association for Accessible Medicines, US Customs & Border Protection and local organizations such as Hope for Henry and College Summit. Rachel's marketing production work has been featured on PBS, CBS, Netflix and amplified with paid media from social to the Super Bowl, National Cinema and Times Square Billboards. More at cateyepro.com.

Rebecca Drobis Rebecca Drobis is a Washington DC-based photographer whose images tell human stories. Her natural curiosity allows her to connect in meaningful ways with her subjects, which results in compelling and authentic images. Rebecca has captured issues affecting individuals and communities in areas including health, education, environment, youth and family and for client partners including Children's National Health System, The United Way, The Ad Council, US Dept of Health & Human Services, FEMA, Ketchum Worldwide, The American Cancer Society, Disney, The Washington Post and The National 4-H Council. More at rebeccadrobis.com.

Kelly Chmielewski Kelly Chmielewski is an award-winning brand innovation expert who helps teams turn brand purpose into meaningful customer experiences and campaigns that drive success for their organizations. Prior to opening The Possibility Shop, Kelly led the PBS brand through 15 years of extraordinary change. Her team delivered innovative brand strategy, creative and campaigns resulting in double-digit brand engagement and widespread industry recognition, including an EMMY® Award. Her clients include Fred Rogers Productions, Special Olympics International, Mingei International Museum, Georgetown University, National Center for Family Philanthropy, National Gallery of Art and Chief Executives Organization. More at possibilityshop.com.



On location at
a recent Custom
Stock shoot for
PBS KIDS