



SHOOT BRIEF

Creative Brief: Recycling

Keyword Code: **RECYCFEB2019**

Images that illustrate the subject of recycling have become higher in demand as more brands participate in the epic and overdue quest for a more sustainable society.

Shot List Thought-Starters:

- Dropping plastic, paper, and cardboard items into recycling bins
- Taking recycling bin to the curbside
- Portraits with recycling bin

Suggested Keywords: Reuse, Eco-Friendly, Environment, Conservation, Sustainable, Resources

Typical Users: Retail Industry, Political Advertising, Public Service Announcements

Recycling

Pro-Tip:

The recycling symbol is in the public domain and is not a trademark, so it's free to use. As far as propping your recyclable goods (NO LOGOS) the following list pertains to the top ten items:

1. Cardboard
2. Paper
3. Food Boxes
4. Mail
5. Beverage Cans
6. Food Cans
7. Glass Bottles
8. Jars (Glass and Plastic)
9. Jugs
10. Plastic Bottles and Caps

Casting Considerations: Age, gender, and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

Submission Checklist:

- Remember to tag your clips with the keyword code: **RECYCFEB2019**
- Have all [property](#) and [model releases](#) filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords