



SHOOT BRIEF

Creative Brief: Superheroes

Keyword Code: **HHFEB2019**

With the continued popularity of superheroes in mainstream culture, buyers are always looking for aspirational imagery of kids in costume to reflect heroic ambitions and potential. Surprisingly, we're in short supply for this highly in-demand theme.

Shot List Thought-Starters:

- Portrait of boy or girl in superhero costume
- Boy or girl flexing their muscles in superhero costume
- Boy or girl running in superhero costume

Suggested Keywords: Imagination, Confidence, Superhero, Occupation, Aspirations, Dressing Up, Inspiration, Courage

Superheroes

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions, Food and Beverage Industry, Retail Industry

Pro-Tip:

Be super aware of (not using) copyrighted costumes, logos, or imagery. Outdoor shots are preferred.

Casting Considerations: Ages 5-10, 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: **HHFEB2019**
- 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