



SHOOT BRIEF

Creative Brief: Cafe Culture

Keyword Code: **CAFEMARCH2019**

Cafes have become the freelancer's paradise. Cafe culture — especially with the ubiquity of wifi — provides some consistency of a "third place" (not home and not workplace) to gather. In most cases, cafes provide the basics: a place to sit, power, and internet. And of course, coffee.

Shot List Thought-Starters:

- Proprietor/employee making coffee/espresso/cappuccino on machine
- Handing coffee to customer
- Customer giving credit card to proprietor/signing tablet for transaction.
- Man/woman sipping coffee working on laptop/texting on smart phone, tablet
- Man/woman sipping coffee, reading magazine, book, newspaper
- Portraits

Cafe Culture

Suggested Keywords: Wireless Technology, Communication, Concentration, Tranquility, Independence, Connection

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial Institutions

Pro-Tip:

Utilizing areas of the cafe or changing up your setting can provide innumerable angles and concepts, such as placing your talent in big comfortable chairs and couches for a more relaxed vibe or at a communal table for those who want to strike up spontaneous dialogue or collaborate on work projects. (Beware of logos.)

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: **CAFEMARCH2019**
- 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