



SHOOT BRIEF

Creative Brief: Couple Camping

Keyword Code: **CAMPMARCH2019**

A couple on vacation discovers fun and adventure as they pitch a camp in nature's great expanse — there's no better or more attractive primary category than travel. Of course, there's quite a bit of travel imagery out there, but that doesn't mean that we don't always need more.

Shot List Thought-Starters:

- Couple putting up a tent
- Couple sitting by a fire talking, eating, roasting foods such as sausages, marshmallows
- Couple hiking
- Couple relaxing on a hammock together and individually
- Couple engaged in an activity such as canoeing, swimming, surfing
- Portraits

Suggested Keywords: Recreation, Idyllic, Freedom, Healthy Lifestyles, Relaxation, Togetherness

Typical Users: Retail Industry, Travel Industry, Insurance Companies, Credit Cards, Financial Investment, Tourism Services

Couple Camping

Pro-Tip:

Embrace the light. Subjects that primarily take place outdoors are prime for using natural light. Add a dog for extra credit. In addition, it's important to remember that all ages are important when considering your casting choices.

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: **CAMPMARCH2019**
- 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