



SHOOT BRIEF

Creative Brief: Airport Security

Keyword Code: **SECAPRIL2019**

Airport security is a solid concept and a theme that has a very long shelf life. Obtaining access to a security checkpoint at a major airport can be extremely difficult, if not impossible, but if you decide to take it on, you'll find your efforts worthwhile.

Shot List Thought-Starters:

- Commuters removing and putting laptops and shoes into plastic bins
- Airport security officer Using a handheld metal detector
- Airport security officer examining x-ray of baggage on monitor
- Airport security officer putting on plastic gloves
- Police dog sniffing contents of a suitcase
- Airport security officer viewing commuter's passport
- Portraits of airport security staff

Suggested Keywords: Security, Safety, Examination, Surveillance, Travel, Occupation

Airport Security

Typical Users: Political Ads, Documentary Films, Television Programming, Feature Films, Financial Institutions, Security Companies

Pro-Tip:

Try to find a local airport with less traffic, or stage your shots in an alternative facility or studio that can be “cheated” as an airport security checkpoint with close-ups and props.

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: **SECAPRIL2019**
- 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