



## SHOOT BRIEF

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# Creative Brief: Automated Assembly Lines

Keyword Code: **AUTOAPRIL2019**

More than half of the work that's done on planet Earth will be completed by robots or some form of automation by the year 2025, according to the latest projection from the World Economic Forum. With that said, humans have already been displaced by robots in our manufacturing plants for many years now.

### **Shot List Thought-Starters:**

- Close up of robotic arms creating a product
- Assembly line of robotic arms creating a product on conveyor belt
- Tracking finished products on a conveyor belt

**Suggested Keywords:** Automation, Technology, Industry, Manufacturing, Engineering, Assembly, Innovation, Intelligence, Efficiency

**Typical Users:** Tech Companies, Banking and Investing Firms, Telecommunication Companies, Healthcare Industry, Auto Industry

# Automated Assembly Lines

## **Pro-Tip:**

Industries that successfully utilize automation include automotive, medical, electronic manufacturing, welding, food service, and law enforcement. It's often very useful to volunteer your services as a filmmaker or photographer at places in these sectors in exchange for keeping the footage. A proposal such as this can be the solution for obtaining access to an otherwise tough location.

**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: **AUTOAPRIL2019**
- 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