



SHOOT BRIEF

Creative Brief: Professional Baseball

Keyword Code: **BASJUNE2019**

Baseball is not only “America’s pastime,” but has also become a pastime for many other countries across the globe — recently gaining notable traction in China, among others. Similar to other sports-based subjects, the concepts embedded in a baseball shoot reach further beyond the literal interpretations of the sport.

Shot List Thought-Starters:

- Batter hitting ball
- Close up of ball hitting the bat
- Batter striking out
- Umpire calling strike three
- Catcher giving signals
- Pitcher rotating a baseball behind his back – finding pitch
- Pitcher winding up and delivering pitch
- Coach or player arguing with umpire
- Runner sliding into base (safe)
- Runner sliding into base, tagged out

Professional Baseball

- Outfielder running toward the fence – leaping and catching the ball
- Outfielder running toward fence – stopping – home run
- Ball going over the fence
- Outfielder catching a fly ball
- Portraits

Suggested Keywords: Competition, Concentration, Success, Failure, Accuracy, Anticipation, Focus

Typical Users: Banking and Investment Companies, Telecommunication Companies, Internet Services, Credit Card Companies, Entertainment and Media Industries

Pro-Tip:

As much as an authentic portrayal of sports games is needed, capturing an individual athlete in a highly stylized studio shoot is equally attractive.

Casting Considerations: Race diversity. Real athletes 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: **BASJUNE2019**
- 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