



## SHOOT BRIEF

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# Creative Brief: Professional Basketball

Keyword Code: **BSKTJUNE2019**

Sport-themed clips are always a hot subject, whether they're covering a professional or leisure sport. Similar to our other primary categories, sports-related imagery can illustrate strong concepts far beyond its literal representation. Sports concepts related to success, determination, power, endurance, focus, preparation, precision, achievement, and teamwork are often used to target business themes.

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

- Basketball going through hoop – all net
- Basketball hitting rim – missed shot
- Basketball player slam dunking
- Player taking a jump shot alone and over defender
- Defensive player blocking shot
- Player dribbling past defender
- Two opposing players jumping for possession of the ball
- Portraits

# Professional Basketball

**Suggested Keywords:** Competition, Concentration, Success, Failure, Accuracy

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

## **Pro-Tip:**

Budgets on professional sports shoots that include a large cast and uniforms can run pretty high, but they don't have to if you can cheat themes by shooting tighter angles and limiting your cast to a few principal actors.

**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: **BSKTJUNE2019**
- 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