



SHOOT BRIEF

Creative Brief: Dinner Party With Friends

Keyword Code: **FRIDIJUNE2019**

Although it's extremely important to be aware of the latest trends that resonate with buyers, a subject such as a dinner party between friends never goes out of style.

Shot List Thought-Starters:

- Overhead of friends at dining table
- Serving and passing trays and dishes of food
- Talking, whispering, and laughing
- Eating and drinking
- Portraits
- One guest feeding another
- Taking photos of each other
- Toasting
- Wide establishing shots
- Uncorking and pouring wine

Dinner Party With Friends

Suggested Keywords: Friendship, Togetherness, Celebration, Relaxation, Enjoyment, Romance

Typical Users: Food and Beverage, Investment and Financial Institutions, Credit Card Companies, Insurance Companies

Pro-Tip:

Lifestyle content can easily look contrived. How you cast your talent is essential to the success of your shoot. It's too easy to shoot stereotypes associated with concepts related to families, friends, couples, or individuals. Your talent should be chosen based on how naturally their actions translate on camera. Keep in mind that "real" body types will pay dividends as long as your talent is real but telegenic.

Casting Considerations: Late 20s to 70somethings, 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: **FRIDIJUNE2019**
- 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