



SHOOT BRIEF

Creative Brief: Family Dinner at Home

Keyword Code: **FAMJUNE2019**

“Family” is a top search term in the Pond5 marketplace, so any scenarios that involve people interacting with their loved one is a good idea. Depicting a middle-class family at dinner in any culture is a prime subject and always in high demand.

Shot List Thought-Starters:

- Setting the table
- Passing food dishes to family members
- Family engaged in conversation
- Tasting foods
- Portraits – individual and group

Suggested Keywords: Togetherness, Enjoyment, Bonding, Listening, Cheerful

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

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Pro-Tip:

Cover all aspects involved with a sit-down dinner, from preparation to washing the dishes — but more importantly, keep it real. Authenticity is a stylized aesthetic to topple the notion that advertising is fiction. The “genuine article” in relation to brand-related advertising can best be described as visual content that represents a realism that falls somewhere between what is authentic and what is staged.

Casting Considerations: All ages, 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: **FAMJUNE2019**
- 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