



## SHOOT BRIEF

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# Creative Brief: Multi-Generational Family Gathering

Keyword Code: **MULTIJUNE2019**

Capturing a multi-generational family is an evergreen theme and an essential subject to have in both your video and photography collection. This subject is high in demand and always in need of refreshing.

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

- Multi-generational portrait
- Overhead of family at dining table
- Serving and passing trays and dishes of food
- Talking, whispering, and laughing
- Eating and drinking
- Taking photos
- Toasting

# Multi-Generational Family Gathering

**Suggested Keywords:** Multi-Generational, Family, Connection, Diversity, Togetherness, Enjoyment

**Typical Users:** Banking and Investment, Healthcare Products, Telecommunication Companies, Pharmaceutical Companies, Food and Beverage, Insurance Providers, Credit Cards

## Pro-Tip:

The titles that you create for your work in the Pond5 marketplace carry a heavier weight and rank higher in our search engine than the clip's description or keywords. "Multi-generational" and "family" should be the most important words in the title for this subject.

**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: **MULTIJUNE2019**
- 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