



## SHOOT BRIEF

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# Creative Brief: Gearing Up for Startups

Keyword Code: **SUOCT16**

A staggering 100 million businesses are launched annually and this culture of innovation isn't stopping anytime soon. We've noticed high demand for startups and scenes that portray entrepreneurs in action.

**Customers/Sectors:** Banking and Investment, Insurance, Telecommunications, Technology, Internet, Shipping, Credit Cards

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

- Team leader reviewing mood boards and design elements with staff
- Team leader using whiteboard in conference room or discussing projects with staff around a table or couches in open space
- Team leader reviewing and discussing work on computer screen with co-worker at co-worker's workstation
- Portraits – individual and group for testimonial usage

Shooting some scenes with overheads is especially attractive to our clients, ideal for when a shot is symmetrically composed. A good example of this is a roundtable meeting. Try adding a VR headset to a few of your scenes, as well as shooting through glass partitions and walls. Working late at the the startup is another concept to explore. Remember, you don't need to feel locked into the thought-starters, they are just meant to help inspire your process.

# Gearing Up for Startups

## Pro-Tip:

Startup spaces are often littered with the remnants of ideation that include drawings, artwork, tear sheets, photos, headphones, coffee cups, pastries and other materials and objects associated with daily life in a startup. Tone down the actions of your talent and shape an environment that's real. Remember, authenticity is one of the main characteristics our customers are looking for when licensing clips.

**Suggested Conceptual Keywords:** teamwork, innovation, focus, communication, connection, success, inspiration, entrepreneurship, concentration, leadership, empowerment, freelancer, freelance and small business

**Casting Considerations:** Age, Gender and Race Diversity. Authenticity and diversity will play an important role in the success of your shoot.

## Submission Checklist:

- Remember to tag your clips with the keyword code: **SUOCT16**
- 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

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CONTRIBUTOR TIPS, TRENDS  
Trend Report: Millennial Im...



COMMUNITY, CONTRIBUTOR TIPS  
Shoot Brief: Small Business