



SHOOT BRIEF

Stay-at-Home Dads

BY: ROBERT PASCALE

Keyword Code: DADNOV16

Shot List Thought-Starters:

- Father preparing, making and eating meals with his children or child
- Father helping his children or child with their homework
- Father and children or child engaged in outdoor sports and recreational activities

We've received a large volume of requests for scenes that show fathers engaged in domestic activities with their children. Some of these scenes might include: dropping off and picking up children from school, washing and folding clothes, grocery shopping, watching movies, art projects and hobbies.

Pro-Tip:

Do your best to cast a real family in their own home. This approach will majorly pay off in the end, as clients are constantly searching for authenticity within our collection.

Suggested Conceptual Keywords: Stay at home Father, Domestic Life, Togetherness, Responsibility, Single Father, Care, Bonding, Leadership, Guidance

SHOOT BRIEF CONTINUED...

Stay-at-Home Dads

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

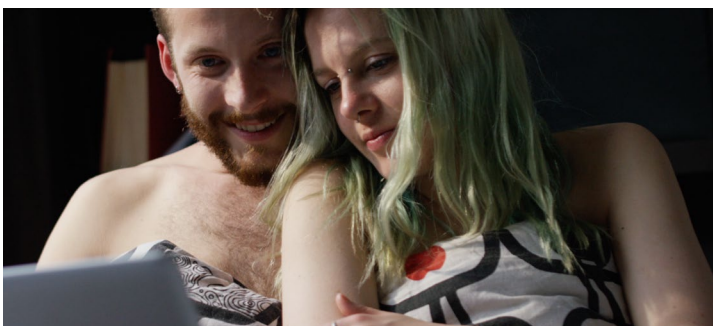
Locations: Urban, Suburban and Rural

Submission Checklist:

Please remember to tag your clips with the **keyword code: DADNOV16**

- Have all **property** and **model releases** filled out and submitted.
 - No logos or brands visible in any of the clips
 - Don't forget to add any applicable conceptual keywords to the clips.
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SHOOT BRIEF

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Capture millennials in different environments and scenes from everyday life.



SHOOT BRIEF

[Virtual Reality >](#)

Focus on Virtual Reality for your next shoot with these tips and tricks.