



SHOOT BRIEF

Millennials

BY: ROBERT PASCALE

Keyword Code: MLNLNOV2016

Shot List Thought-Starters:

- Subjects using a variety of tech for entertainment, work and communication
- Shopping
- At the workplace (SOHO – small office home office)

There are about 80 million millennials (born 1980-2000) in the U.S. alone, and they make up some 25% of the U.S. population. There are a variety of subcategories attached to these lifestyles, from hipsters to young professionals. We're looking for leisure and recreational activities that include concerts/live events, BBQ cookouts, parties, camping, travel, shopping, gaming, scenes at work and at home, and using tech.

Pro-Tip:

Loosen up and capture the spontaneity with this age group. If you pick the right talent, you'll find a group of unique and fearless individuals that are pretty flexible to whatever you throw their way.

Suggested Keywords: Millennial, Hipster, Youth Culture, Lifestyle, Community, Togetherness, Happiness, Freedom, Individuality

SHOOT BRIEF CONTINUED...

Millennials

Typical Users: Telecommunications Companies, Retail Stores, Internet Services, Entertainment Industries, Communication Companies, Tech Companies, Food and Beverage Commercials, Travel Industries

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: MLNLNOV2016**

- 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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Check Out These Additional Pond5 Shoot Briefs:



SHOOT BRIEF

[Stay-at-Home Dads >](#)

Learn how to best capture scenes with fathers engaged in domestic activities with their children.



SHOOT BRIEF

[Virtual Reality >](#)

Capture millennials in different environments and scenes from everyday life.