



SHOOT BRIEF

Home Delivery

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Keyword Code: DLVRYDEC2016

US consumers spend \$3.5 billion on restaurant food deliveries a year. Manhattan restaurants alone deliver 200,000 orders a day. Consumers are looking for convenience. It's forecasted that by 2019, food delivery will generate more than \$12.5 billion.

Shot List Thought-Starters:

- Food delivery, flower delivery, grocery delivery, parcel/package delivery, etc.
- People at home eating out of food containers, people at work eating out of food containers

Pro-Tip:

It would be ideal to capture the process from preparation to delivery. Customers using a food app, a proprietor accepting and prepping the order — whether your theme focuses on food, flowers, or an individual packing an order for an eBay customer, we need it all, from start to finish.

Suggested Conceptual Keywords: Convenience, consumerism, speed, service, reliability, ease

Typical Users: Food and beverage commercials, credit-card services, internet services, phone companies

Locations: Urban, Suburban and Rural

SHOOT BRIEF CONTINUED...

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Casting Considerations: Race, food (look beyond pizza delivery), and transportation diversity. Authenticity with talent and imagery. Accept the challenge to subtract artificiality from your setups — in other words, keep it REAL. These factors will play an important role in the success of your shoot.

Locations: Urban, Suburban and Rural

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
- Remember that each shot must communicate a clear message

Submission Checklist:

Please remember to tag your clips with the **keyword code: DLVRYDEC2016**

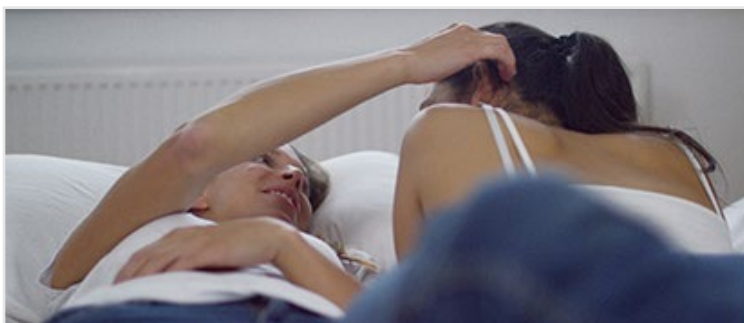
- Have all **property** and **model releases** filled out and submitted.
 - No logos or brands visible in any of the clips
 - Don't forget to add any applicable conceptual keywords to the clips.
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SHOOT BRIEF

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