



SHOOT BRIEF

LGBTQ+

BY: ROBERT PASCALE

Keyword Code: LGBTQDEC2016

The LGBT community in the US has nearly a trillion dollars' worth of purchasing power, according to Multimedia Platforms Inc. (Owners of Frontiers Media and the largest LGBT media company in the world). How we define ourselves and our families has changed dramatically over the last decade. Therefore, there has never been more of a demand for LGBTQ+ lifestyles that include relationships, social gatherings, and families.

Shot List Thought-Starters:

- A day in the life of a same-sex couple at home, which can include cooking, chores in the house, yard-work, gardening, and watching TV
- Testimonial portraiture
- Dinner parties and celebrations

Pro-Tip:

Do your best to cast real people. This approach will pay dividends in the end, as clients are constantly searching for authenticity within our collection.

Suggested Conceptual Keywords: Same-sex couple, homosexual, homosexual couple, gay couple, togetherness, domestic life, happiness, relationship, lesbian, gay man, bonding, acceptance, identity

Typical Users: Credit cards, car commercials, phone companies, investment services, internet services, food and beverage commercials, travel industries, healthcare

SHOOT BRIEF CONTINUED...

LGBTQ+

Casting Considerations: Race and age diversity, authenticity with talent and imagery. Accept the challenge to subtract artificiality from your setups — in other words, keep it REAL. These things 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: LGBTQDEC2016**

- 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.
-

Check Out These Additional Pond5 Shoot Briefs:



SHOOT BRIEF

[Home Delivery >](#)



SHOOT BRIEF

[Young at Heart >](#)