



SHOOT BRIEF

Fit for Work

Keyword Code: **HFWMAY17**

Business is one of Pond5's primary subject categories and healthy business practices are a hot topic in that category. It's proven that well-being in the workplace is crucial to a company's success — American companies alone lose \$300 billion a year due to absenteeism, poor performance, and health costs. Naturally, it makes sense that buyers are searching for business images that promote a healthy workplace, a diverse cast of employees, and a variety of themes associated with well-being.

Shot List Thought-Starters:

- Man or woman with differing abilities in a wheelchair working at an office
- Businessman or woman taking prescription medication from bottle or pain relievers for headache at their desk
- Businesspeople consuming healthy foods and drinks at their desks
- Casual businesspeople bringing bicycles or skateboards through office

Suggested Keywords: Differing Abilities, Healthcare, Health and Fitness, Healthy Foods, Healthy Workplace

Typical Users: Insurance Companies, Banking and Investment, Health and Fitness Companies, Healthcare, Pharmaceutical Companies, Public Service Announcements, Advocacy Groups

Fit for Work

Pro-Tip:

It's important to prop your shoot with minor incidentals, things that you can drop in with the least amount of effort or time. A shot that is peppered with more than one strong concept will be seen by more buyers searching for concepts outside the primary theme. For instance, adding a rolled-up yoga mat over the arm of a businesswoman arriving at the office could appeal to a health-and-fitness brand more than a straightforward shot. The same could be said for a clip that portrays a businessman eating a salad at his desk. Adding these subtle details to your shots can potentially amount to more views and greater revenue.

Location Diversity: 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

Submission Checklist:

- Remember to tag your clips with the keyword code: **HFWMAY17**
- 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

Check Out These Additional Pond5 Shoot Briefs:



SHOOT BRIEF

[Hi-Tech Detection >](#)



SHOOT BRIEF

[Surveillance >](#)