



SHOOT BRIEF

Hit the Road

Keyword Code: **ROADJUL17**

It's that time of year to take the fun and adventure on the road and into the great outdoors.

Shot List Thought-Starters:

- Overpacking — sitting on suitcase to close it
- Putting suitcases and bags in vehicle
- Pulling out of driveway
- Fastening seat belts
- Looking at map on phone or tablet
- Taking pics and selfies by roadside attraction or natural landmark
- Vehicle interiors — calm and collective
- Vehicle interiors — singing
- Hand outside window “making waves”
- Pushing stalled car

Suggested Conceptual Keywords: Fun, Adventure, Happiness, Carefree, Journey, Preparation, Togetherness, Freedom, Exploration

Typical Users: Insurance Companies, Credit Cards, Financial Investment, Tourism Services

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Pro-Tip:

Embrace the light. Subjects that primarily take place outdoors are prime for using natural light. Sun flares are more than welcome.

Casting Considerations: 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.

Location Diversity: Open Roads, Forests, Beaches, Deserts

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: **ROADJUL17**
- 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

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