



SHOOT BRIEF

Healthy Lifestyles

Keyword Code: **HEALIFAUG17**

There's a tendency to think that healthcare subjects should all take place in a hospital/clinic environment, which are locations that are usually quite difficult to secure. You can find a less prohibitive alternative to add healthcare content to your collection, however, by just including a few healthy concepts in your shot list.

Shot List Thought-Starters:

- Standing on a scale
- Cooking and eating healthy foods
- Yoga
- Lifting weights
- Working out on an exercise bike
- Looking at fit or unfit body in mirror.
- Calisthenics – chin up bar in door jam, sit ups, pushups
- Taking medicine, pill and liquid form
- Checking temperature with thermometer
- Working in vegetable/herb garden
- Jogging through neighborhood – checking heart-rate, distance on smart watch
- Shopping for organic foods at a farmers market

Suggested Keywords: Preparation, Organic, Healthy Eating, Vitality, Exercise, Endurance, Wearable Technology

Typical Users: Banking and Investment, Health and Beauty Products, Telecommunication Companies, Pharmaceutical Companies, Food and Beverage, Insurance Providers, Credit Cards

Healthy Lifestyles

Pro-Tip:

Make an attempt to portray a mood that's warm and cheerful with your lighting choice. A high-key light plan on the subject will achieve this. A soft box or umbrella will cast a wide swath of light and achieve the same effect. The challenge is to keep the overall mood of your shots as natural as possible.

Location Diversity: Urban, Suburban, and Rural

Casting Considerations: Age, Gender and Race Diversity. Authenticity and diversity will play an important role in the success of your shoot. Real body types recommended.

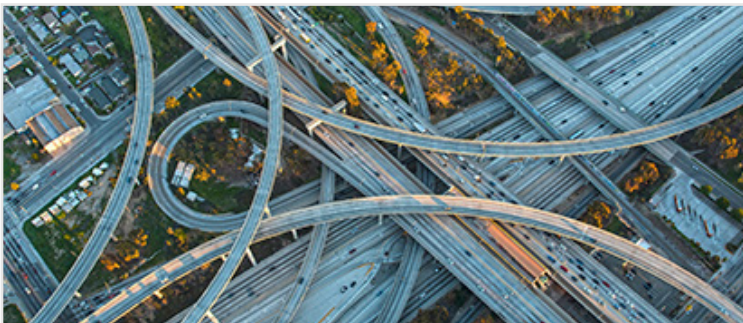
Before You Shoot:

- 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: **HEALIFAUG17**
- 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:



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[Urban Aerials >](#)



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