



## SHOOT BRIEF

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# Heroes

Keyword Code: **HEROSEP17**

Occupational portraits of everyday heroes are a core theme in media of all kinds. These portraits exemplify people who work for the community and portray a sense of pride and commitment.

### **Shot List Thought-Starters:**

- Policeman/woman
- Fireman/woman
- Member of the armed services
- Postman/woman
- Doctor
- Airline Pilot
- Construction Worker
- Healthcare Professionals
- Group portraits

**Suggested Keywords:** Commitment, Pride, Occupation, Heroes, Determination, Dedication, Protection, Responsibility, Strength, Leadership, Security, Trust, Care

**Typical Users:** Banking and Investment, Political Ads, Charity and Community-Based Organizations, Insurance Providers, Healthcare Providers

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## Pro-Tip:

We highly suggest using real people for your portraits. The **Easy Release** app is the best model and property release in the market, and is especially handy if you're traveling or shooting on the go.

**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: **HEROSEP17**
  - 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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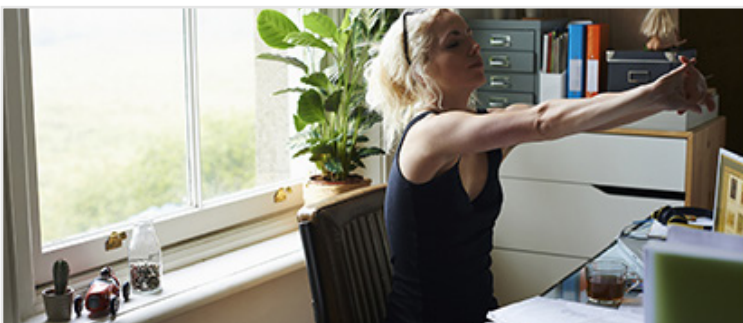
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