



SHOOT BRIEF

Winter Sports

Keyword Code: **WINSPOROCT17**

The Winter Olympics are right around the corner, which means winter-sports themes are in high demand. Preferably, we're looking for professional-type athletes, but if capturing professional-like talent is too difficult and not within your budget, rest assured that people of all ages engaged in winter sports are always in demand and an important evergreen subject in our collection.

Shot List Thought-Starters:

- Skiing
- Figure skating
- Ice Hockey
- Snowboarding
- Sledding
- Cross-Country Skiing
- Wipeouts
- Portraits

Suggested Keywords: Endurance, Competition, Focus, Extreme Sports, Balance, Agility, Speed

Typical Users: Retail Industries, Health and Fitness, Food and Beverage, Insurance Providers, Credit Cards

Winter Sports

Pro-Tip:

The biggest challenge to shooting these types of sports is to make the talent look like they possess professional skills. Think about unique angles that put the viewer in the action. For instance, attaching a GoPro to the helmet or skis of the athlete. Besides capturing POVs, turn the GoPro lens toward the talent as they negotiate their next move. Get your coverage, but remember to move with your camera and get as close to the action as possible. On the other hand, if you're a licensed drone pilot, we would definitely welcome aerials on these themes.

Casting Considerations: Gender and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

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: **WINSPOROCT17**
- 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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