



SHOOT BRIEF

Home Improvement

Keyword Code: **DYIDEC17**

Images of people working to improve their homes are often used by clients who want to demonstrate financial success as well as homeowners taking pride in their surroundings. Home improvement is another strong subject with plenty of other **key concepts** peppered throughout.

Shot List Thought-Starters:

- Stripping furniture and applying varnish or paint
- Painting a room – brush and rollers
- Painting the exterior of a house
- Checking a variety of colored paint samples on the wall
- Flipping through paint swatches
- Hanging curtains or blinds
- Hanging wallpaper
- Hanging Photos and paintings – hammer, drill, tape measure
- Referencing ideas from a computer tablet
- Reading instructions and assembling furniture
- Taking a lunch or dinner break surrounded by “work in progress” – pizza, Chinese food
- Portraits
- Taking pics of work with phone, texting and sending

Suggested Keywords: Change, Advancement, Quality, Determination, Focus, Renovation, Concentration, Home Improvement, Measuring, Home Ownership, Choice, Decisions, Wireless Technology, Design, Pride, Inspiration, Creativity

Typical Users: Banking and Investment, Home Improvement Stores, Appliance Stores, Insurance Companies, Credit Card Companies

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Pro-Tip:

You may want to hire talent that you can utilize to start making improvements on your own home. There's no better way to motivate your actors than to have them engaged in the action you wish to capture. In addition, their actions will be authentic, rather than contrived.

Location Diversity: Single-family home, Apartment, Townhouse, Brownstone

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: **DYIDEC17**
- 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

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