



SHOOT BRIEF

Going to the Movies

Keyword Code: **MOVIEAPRIL18**

Adding entertainment concepts to your shoots is always a good idea for a top selling theme. Producing an entire shoot in a movie theatre that explores the theatre-going experience can potentially provide the blockbuster concept in your collection.

Shot List Thought-Starters:

- Groups, couples, and individuals watching a movie
- Exhibiting a range of emotions – laughter, sadness, joy, anticipation
- Purchasing tickets at ticket booth
- Usher accepting and ripping tickets from theater-goers
- Theater-goers eating popcorn, candy, and drinking soda
- Theater-goers wearing 3D glasses
- Texting during movie
- Audience wearing VR goggles

Suggested Keywords: Entertainment, Leisure Activity, Arts and Culture, Enjoyment, Performance, Recreation, Audience

Typical Users: Health Products, Sports TV Promos, Food and Beverage Companies, Credit Card Companies, Banking and Investing Firms

Going to the Movies

Pro-Tip:

For the most part, it wouldn't be economically feasible to take over a cinema for a photographer or filmmaker. Renting a theater could be very expensive, but a local playhouse, school auditorium, or well-dressed studio could be the perfect substitute, as long as you can re-create the right atmosphere.

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: **MOVIEAPRIL18**
- 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

[Business on the Go >](#)



SHOOT BRIEF

[Vintage Technology >](#)