



## SHOOT BRIEF

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# Creative Brief: Private Jets

Keyword Code: **PRIVATE2018**

There are few things that speak to concepts of finance, business, and corporate power as strongly as imagery of business executives arriving to and departing from their destinations on a private jet.

### Shot List Thought-Starters:

- Executives walking toward and away from jet / ascending and descending stairs
- Introduce technology such as texting and talking on phone during action
- Portraits
- Jet on tarmac w/o talent
- Town car (not limo) pulling up to jet – executives leaving and entering town car
- Pilot seated in cockpit behind instruments
- Two executives gathered around laptop
- Executive w/ laptop/phone/tablet
- Executive reviewing documents
- Executive relaxing/sleeping/listening to music/watching a movie

**Suggested Keywords:** Business Travel, Business on the Go, Corporate Jet, Luxury, Mobility

**Typical Users:** Tech Companies, Credit Card Companies, Banking and Investing Firms, Telecommunication Companies, Health Products, Insurance Companies

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## Pro-Tip:

You can easily switch out the wardrobe from executive attire to that of a wealthy couple traveling on a private jet, if time permits.

**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:

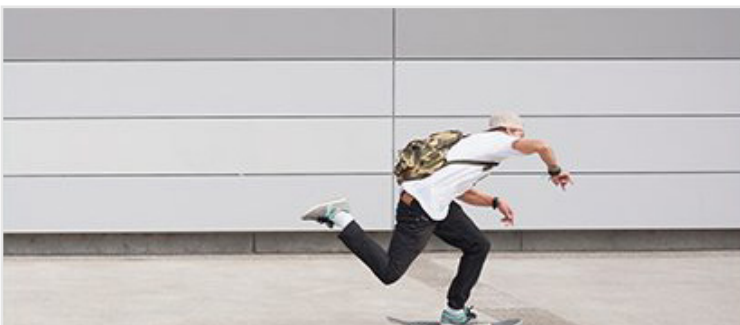
- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

## Submission Checklist:

- Remember to tag your clips with the keyword code: **PRIVATE2018**
- 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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