



SHOOT BRIEF

Creative Brief: Amusement Parks

Keyword Code: **AMUSEMENTJULY2018**

No matter where you live, chances are high that you're in close proximity to an amusement park, carnival, or fair. Themes associated with amusement parks are loaded with concepts that will resonate with quite a few industries. What makes this subject especially attractive is that it's an activity that's enjoyed by all generations, which doesn't limit your casting options.

Shot List Thought-Starters:

- Roller Coaster
- Ferris Wheel
- Swing Ride
- Bumper Cars
- Carousel
- Arcade Games, Shooting Gallery, Dart Toss, Ring Toss
- Portraits – Individuals, Couples, Friends, and Families
- On Rides and Eating Amusement Park Foods

Suggested Keywords: Entertainment, Fun, Excitement, Carefree, Enjoyment, Exuberance, Freedom, Happiness, Romance

Amusement Parks

Typical Users: Credit Card Companies, Food and Beverage Industries, Tech Services, Communications Industry, Clothing Retail, Financial and Investment Institutions, Entertainment Industries, Travel Industry

Pro-Tip:

The key is to capture that special moment. Reactions should be real and not staged.

Casting Considerations: Age, 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: **AMUSEMENTJULY2018**
- 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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