



## SHOOT BRIEF

---

# Creative Brief: Data Centers

Keyword Code: **DATAAUGUST2018**

Obtaining access and capturing footage at a data center is well worth the investment and effort. Data centers are an immensely popular search from our clients, and if the shot is well executed, it can be quite lucrative.

### **Shot List Thought-Starters:**

- Data center, no people; LS shot down long corridor with servers on either side
- Stylized tracking moves with and without talent
- Portraits
- Technician working on laptop or tablet
- CU endless wires coming out of backs of machines
- Technicians trying to solve a server malfunction

**Suggested Keywords:** Computer Network, Storage, Information, Connectivity, Server Room, Intelligence, Data Processor, Communication, Romance

**Typical Users:** Tech Services, Communications Industry, Financial and Investment Institutions

# Data Centers

## Pro-Tip:

Capturing the data center without having to cast talent can be just as important.

**Casting Considerations:** If you choose to cast for this shoot, gender and race diversity will be key. Authenticity and diversity will play an important role in the success of your shoot. If you get the opportunity to shoot real technicians, take it.

## Before You Shoot:

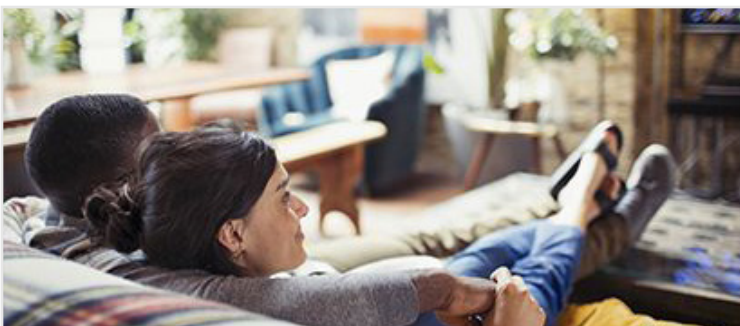
- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

## Submission Checklist:

- Remember to tag your clips with the keyword code: **DATAAUGUST2018**
- 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

---

[Watching TV >](#)



### SHOOT BRIEF

---

[Severe Weather >](#)