



## SHOOT BRIEF

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# Creative Brief: Surf Culture

Keyword Code: **SURFJULY2018**

Surf's up! Surfing is no longer limited to the beach-community locals. Surfing is one of the top activities that people want to do when they travel. Recently, Airbnb partnered with the World Surf League to add more surf-based activities and tours to its Experiences platform.

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

- Surfer telling stories – animated with hand gestures describing swell, curl, wipe out
- Surfer waxing board
- Portraits (individual and group)
- Standing or sitting on the beach watching the swells
- Putting on wetsuit
- Paddling out to waves
- Surfer's POV
- Riding wave
- Wiping out

**Suggested Keywords:** Action, Energy, Dedication, Speed, Competition, Focus, Challenge, Extreme Sports, Freedom, Fun

# Surf Culture

**Typical Users:** Health and Beauty Products, Travel Industry, Insurance Companies, Business & Financial Institutions, Credit Card Companies, Food and Beverage Industries

## Pro-Tip:

Lockdown shots are nice, but become part of the action. Try using a handheld technique with a variety of angles. Be mobile. In addition, it may be time to dust off that GoPro to capture the action in the surf.

**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: **SURFJULY2018**
- 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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