



SHOOT BRIEF

Creative Brief: Basketball Pick-Up Games

Keyword Code: **BASKETSEPT2018**

Professional basketball season is just around the corner, but imagery of the people engaged in the sport on urban courts or residential driveways is in demand year round. A pick-up game of basketball is also peppered with concepts beyond the literal interpretation of the game.

Shot List Thought-Starters:

- Players meeting on the court
- Players engaged in a game
- Player blocking another player's shot
- Player making a jump-shot
- Player slam-dunking
- Player dribbling behind back and between legs
- Player spinning ball on his/her finger
- Players celebrating a victory
- Basket isolated (no players) – ball going through hoop
- Player practicing on his/her own
- Player portraits (individual and group)
- Player texting on phone.

Basketball Pick-Up Games

Suggested Keywords: Friendship, Competition, Fitness, Recreation, Togetherness, Energy, Vitality

Typical Users: Food and Beverage Industries, Tech Services, Communications Industry, Healthcare, Banking and Investment Firms, Health and Beauty, Entertainment

Pro-Tip:

Focus on getting unique angles. Shoot both real time and slow-motion.

Casting Considerations: Ages 18-35. Gender and Race Diversity. Authenticity and diversity will play an important role in the success of your shoot.

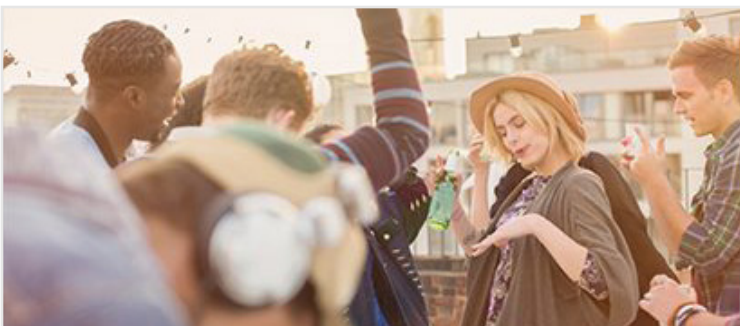
Before You Shoot:

- 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:

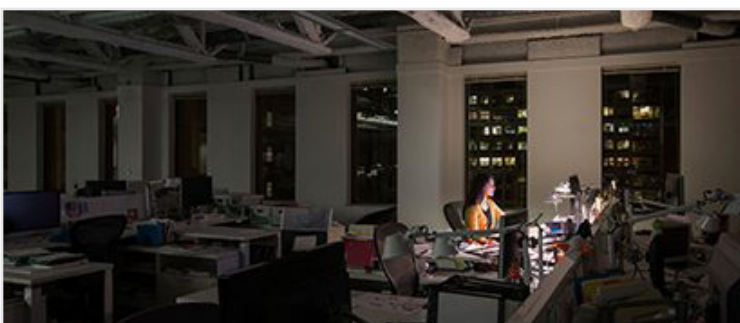
- Remember to tag your clips with the keyword code: **BASKETSEPT2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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