



SHOOT BRIEF

Creative Brief: Urban Rooftop Party

Keyword Code: **ROOFSEPT2018**

A rooftop party is one great way to end the summer. In addition, this theme is often requested by our clients, making it another great subject to add to your collection and portfolio.

Shot List Thought-Starters:

- Friends toasting
- Friends dancing (including a DJ in the shoot is worth the effort)
- Friends eating
- Man/woman barbecuing (meats, vegetables)
- Friends with sparklers
- Friends taking group selfies
- Individual and group portraits
- Intimate shots of couples kissing
- Friends engaged in conversation
- Introduce a birthday cake / blowing out candles

Urban Rooftop Party

Suggested Keywords: Celebration, Fun, Enjoyment, Entertainment, Togetherness, Social Event, Excitement

Typical Users: Food and Beverage Industries, Tech Services, Communications Industry, Entertainment Industries, Credit Card Companies

Pro-Tip:

It's important to keep in mind that some advertisers don't want to promote people drinking or smoking with their products. Be sure to swap out alcoholic beverages with softer drinks, but get both set-ups.

Casting Considerations: Ages 24-40 years, 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:

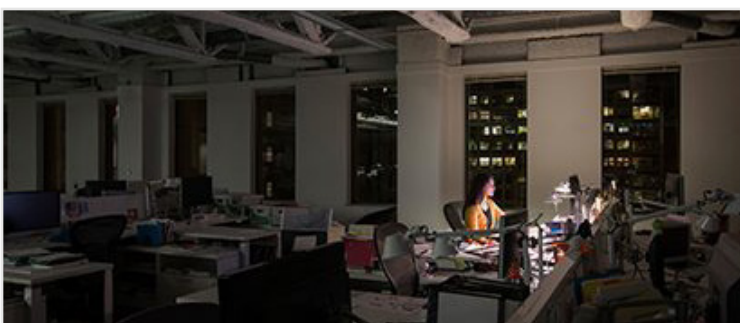
- Remember to tag your clips with the keyword code: **ROOFSEPT2018**
- Have all [property](#) and [model releases](#) filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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