



## SHOOT BRIEF

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# Creative Brief: Small Business

Keyword Code: **SBOCT16**

Artisanal, Mom and Pop shop content demand is trending upwards. We are looking for individual, family, and independently owned businesses with a specific focus on retail shops. This includes: clothing boutiques, new and used record and book stores, thrift and antique shops, and any other independent businesses.

**Customers/Sectors:** Banking and Investment, Insurance, Telecommunications, Technology, Internet, Shipping, Credit Cards

### Shot List Thought-Starters:

- Customer and/or proprietor using contactless/mobile payment
- Customers window shopping
- Proprietor working through finances (via iPad, laptop – avoid logos)
- Portraits – individual and group for testimonial usage

Remember, you don't need to feel locked into the thought-starters, they are just meant to help inspire your process.

# Small Business

## Pro-Tip:

Have your shoot take place at a business with real owners. If time allows, the benefit of shooting a real business often allows more intimacy with your subjects, without the distraction of a larger cast and location. Working with real people can be enormously rewarding, especially if the subject has no aspirations to be an actor. This results in a more natural performance.

If you've never "street-casted" before, this might also be a great opportunity to do so. If you're doing a traditional casting, tone down the actions of your talent and shape an environment that's real. Remember, authenticity is one of the main characteristics our customers are looking for when licensing clips.

**Suggested Conceptual Keywords:** achievement, small business, entrepreneur, empowerment, freedom, independence.

**Location Diversity:** Urban, Suburban and Rural

**Casting Considerations:** Age, Gender and Race Diversity. Authenticity and diversity will play an important role in the success of your shoot.

## Submission Checklist:

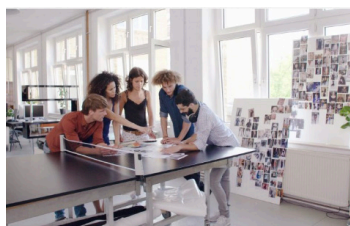
- Remember to tag your clips with the keyword code: **SBOCT16**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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