



## SHOOT BRIEF

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# Young at Heart

BY: ROBERT PASCALE

### **Keyword Code: YNGHRTDEC2016**

Today's seniors are staying young by engaging in fun activities they enjoyed in their youth. As "Oldchella" proved, seniors know how to party — the average age of the performers was 72 at Desert Trip 2016. Mick Jagger found time in his set to have a laugh about it all, when he told the crowd: "Tonight, we're not going to do any age jokes or anything, OK? Welcome to the Palm Springs retirement home for gentle English musicians."

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

- Motor-biking, surfing, martial arts, skydiving, and every other cool activity deemed "unacceptable" for folks over 65
- Attending live events such as rock concerts and nightclubs

### **Pro-Tip:**

Do your best to cast real-looking talent with real skills. This approach will pay dividends in the end, as clients are constantly searching for authenticity within our collection.

**Suggested Conceptual Keywords:** Active seniors, activity, carefree, togetherness, young at heart, vitality, happiness, individuality

**Typical Users:** Healthcare, retirement services, insurance, pharmaceuticals, finance and investment services, travel industries

## SHOOT BRIEF CONTINUED...

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**Casting Considerations:** Race and gender diversity, authenticity with talent and imagery. Accept the challenge to subtract artificiality from your setups. In other words, keep it REAL. These things will play an important role in the success of your shoot.

**Locations:** Urban, Suburban and Rural

### 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
- Remember that each shot must communicate a clear message

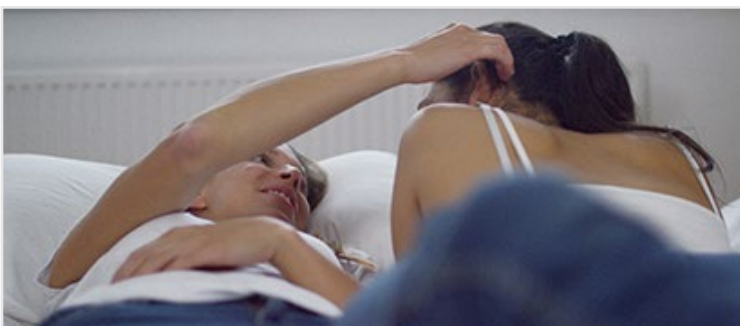
### Submission Checklist:

Please remember to tag your clips with the **keyword code: YNGHRTDEC2016**

- Have all **property** and **model releases** filled out and submitted.
- No logos or brands visible in any of the clips
- Don't forget to add any applicable conceptual keywords to the clips.

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## Check Out These Additional Pond5 Shoot Briefs:



SHOOT BRIEF

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**LGBTQ+ >**



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