



SHOOT BRIEF

Milestones, Part 1

Keyword Code: **MILFEB17**

Milestones are the significant events that occur in one's lifetime, and Pond5 needs images that demonstrate firsts, which signify change and progression. These images are enormously popular in commercial advertising and may take on a greater importance given recent world events — which translates to an increase in requests to convey closeness, security, love, and other concepts related to a softer tone and spirit.

Shot List Thought-Starters:

- Pregnancy: Scenes showing a couple expecting a child, tender moments demonstrating hope and anticipation, setting up a nursery
- Childbirth: Checking into a maternity ward, being handed a newborn for the first time, looking at a baby through nursery window, babies in incubators
- First Steps: A baby being guided by parents, falling into parents' arm, or attempting to walk and falling on their backside.
- Breastfeeding
- Babies being comforted or consoled
- Safety: Baby being secured into a car seat

Suggested Keywords: Love, Pride, Compassion, Happiness, Security, Innocence, New Beginning, Milestones, Tenderness, Care

Typical Users: Healthcare, Insurance, Banking and Finance, Credit Cards, Telecommunication, Utilities

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Pro-Tip:

Consider using more graphic shots to illustrate your concept, such as an inked baby foot or baby's hand wrapped around an adult's finger. In addition, tight close-up shots on babies' expressions are always needed.

Casting Considerations: 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. Read more in our post on authenticity and why it matters.

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

Submission Checklist:

- Remember to tag your clips with the keyword code: **MILFEB17**
- 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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