



## SHOOT BRIEF

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# Holidays and Celebrations

Keyword Code: **HOLIDAYOCT17**

Holidays are quickly approaching and that means it's time to revisit our annual holiday needs.

### Shot List Thought-Starters:

- Wrapping gifts
- Using cookie cutters and decorating baked cookies
- Unwrapping presents
- Children playing with new toys
- Family sitting around dinner table
- Pulling Christmas crackers
- Carol singers on the doorstep
- Decorating the tree
- Turning the Christmas lights on for the first time – on the tree or elsewhere
- Wreaths being hung on doors, over mantles
- Christmas table without people
- Adult-only parties are good too – friends and couples without children
- Candles being lit
- Generic Seasonal Festivities – We need couples/friends/families enjoying seasonal activities. Drinking hot chocolate or eggnog, enjoying fondue, making paper snowflakes, reading around the fireplace, making gingerbread, knitting, board games, roasting chestnuts, making popcorn balls, placing poinsettias around the house, etc.
- Caroling
- Decorating the dog with antlers
- Home movie – Christmas parties and Christmas morning
- Wider shots of families opening presents
- Adults, as well as children, opening presents
- Stockings being hung over the fireplace
- Advent wreaths and advent calendars
- More outside decorations with and w/o snow
- Elementary school holiday concerts
- Large choirs
- Footage of various cities decked out for the holidays
- Shopping footage – people on the streets, loading the car up, entering the house loaded with presents

# Holidays and Celebrations

## Shot List: Hanukkah

- Playing dreidel – passing out gelt
- Lighting the Menorah
- Making latkes
- Finding/opening gifts

## Shot List: Kwanzaa

- People going to the mosque
- Establishing footage of mosques
- Families together having a meal at sundown
- People praying

## Shot List: Ramadan

- People going to the mosque
- Establishing footage of mosques
- Families together having a meal at sundown
- People praying

## Shot List: New Years

- Partygoers throwing confetti and streamers
- Pouring champagne
- Toasting to the New Year
- People using noise makers
- A kiss at midnight

## Shot List: Easter

- Dyeing Easter eggs
- Making of Easter baskets
- Easter chocolates – pastel colored candies, chocolate bunnies, chocolate eggs
- Easter egg/candy hunts

## Shot List: Passover

- Seder Plate
- Eating Matzo
- Family at table – reading of the Pesach Haggadah

## Shot List: Halloween

- Making costumes – sewing, gluing, trying them on
- Carving pumpkins
- Putting on face paint
- Emptying candy from trick-or-treat bags – generic sweets
- Baking/decorating Halloween cupcakes
- Door-to-door trick-or-treating

## Shot List: Thanksgiving

- Thanksgiving table without people
- Family at the dinner table – doesn't need to be overly formal
- Friends at dinner table
- The table with food both with and without people sitting around it – baking turkey
- The kitchen while food is being prepared

## Shot List: Valentine's Day

- Valentines – making, distribution, receiving of cards, gifts, etc..
- Heart-shaped cookies
- Boxes of chocolates
- Roses – people receiving roses
- Champagne
- Strawberries/chocolate-dipped strawberries

**Suggested Keywords:** Celebration, Decoration, Tradition, Happiness, Enjoyment, Domestic Lifestyles, Togetherness

**Typical Users:** Retail Industry, Telecommunication Companies, Food and Beverage, Technology Companies, Credit Cards

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## Pro-Tip:

Holiday footage needs to be playful, yet at the same time stylish and contemporary and not treading into being “over the top.” Clients will dismiss imagery on the basis that it is “too stocky,” especially with this subject matter.

**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.

## 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: **HOLIDAYOCT17**
- 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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