

SHOOT BRIEF

Creative Brief: Industry Aerials

Keyword Code: **INDUSOCT2018**

From cargo ships to freight trains, these are the modes of transportation that keep our industries ticking. In addition, we've included other important industry subjects that are just as relevant as ships and trains, which are always in demand.

Shot List Thought-Starters:

- Container ship on the ocean or sea with a full load
- Fleet of new cars at a car dealership or shipping center
- Shipping containers on dock
- Freight being unloaded from ships
- Solar farm / Wind turbines
- Construction sites
- Oil rigs on land and sea
- Semi-trucks transporting goods on the highway
- Factories and smoke stacks
- Freight trains
- Oil refinery

Suggested Keywords: Distribution, Commerce, Industry, Transportation, Production, Trade

Industry Aerials

Typical Users: Food and Beverage Industries, Tech Services, Communications Industry, Financial and Insurance Institutions, Credit Card Companies, Political Ads, Fiction and non-fiction films

Pro-Tip:

Shoot wide to avoid release issues. Avoid prominent logos or any other copyrighted features that are recognizable.

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:

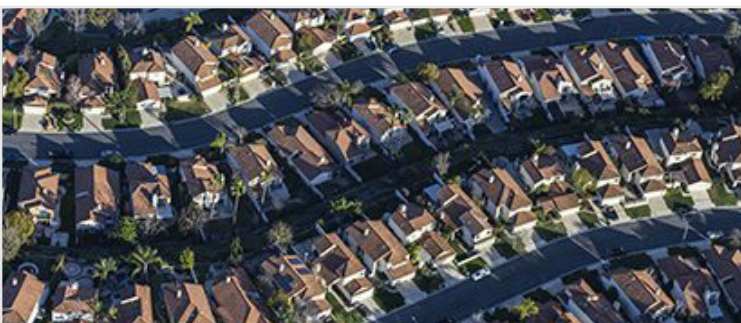
- Remember to tag your clips with the keyword code: **INDUSOCT2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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[Agricultural Aerials >](#)



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[Suburban Aerials >](#)