



SHOOT BRIEF

Creative Brief: Hiking

Keyword Code: **HINOV2018**

Overdeveloped suburbs and “concrete jungles” of urban blight have left some people alienated from the natural world. Hiking renews the spirit, making it a theme embedded with a variety of strong concepts that clients look for beyond its literal interpretation.

Shot List Thought-Starters:

- Standing on lookout points
- Taking selfies, solo and/or with friends
- Portraits – individual and group
- Drinking water from a thermos, bottle or canteen (avoid plastic)
- Eating a healthy snack – trail mix, fruit
- Putting bare feet in a stream – interacting with elements – wind, rain
- Hiking on a trail or in open nature

Suggested Keywords: Freedom, Journey, Discovery, Energy, Rejuvenation, Healthy Lifestyles, Escape

Typical Users: Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions, Food and Beverage industry, Health and Beauty products, Travel Industry

Casting Considerations: All ages, gender and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

Hiking

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:

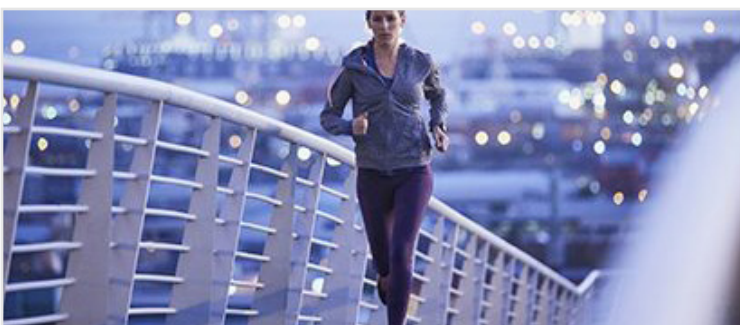
- Remember to tag your clips with the keyword code: **HINOV2018**
- Have all **property** and **model releases** filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

Check Out These Additional Pond5 Shoot Briefs:



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[Parkour >](#)



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[Urban Runners >](#)