

# PITCH SHOOT BRIEFS

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# THE BRIEFS

## Luxury Dining (Europe and North America as priority)

We need couples out luxury dining. They must be at a restaurant or café that looks high end. The location should give the appearance of an intimate, cozy environment rather than a modern gourmet experience.

Use available light and DO NOT use artificial strobes.

Models must be cast wearing somewhat conservative and formal attire. It should be like they are going out for dinner for a special occasion. Avoid attention drawing complex patterned clothing. The staff is dressed in formal buttoned-down shirts and blouses. They are professional and attentive and help tie the experience together. We need all ethnicities cast for this brief, photogenic models are first priority. If possible, **casting Asian models in Europe or North America** as a priority.

Consider shots such as: The wait staff portraits, dining on a date, dining out married couple, small group of business out a lunch, the wait staff preparing the fancy table (table cloth, cutlery, etc.), being served. Remember, the concepts don't need to be about romantic relationships.

Consider using a food stylist and professional kitchen to prepare food that looks as if it's coming from a luxury restaurant.

Think plating, etc.

Avoid stocky feeling content. Avoid over the top smiles and exuberance. Expressions should feel natural.

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## Blended Family Vacations (Global)

We are looking for families on vacation that are of **mixed ethnicity**. The key element of this production is that the parents must be different ethnicities and their children mixed.

Vacations we want can be small or grand in scale. We want to see everything from a road trip to a fancy resort location. Think what is achievable and what would be “fun” for a family. Trip to the Zoo? Amusement park? Cruise? Weekend cabin? The best way to approach this is as a day-in-the-life shoot. Start out at home, then off on an adventure. We want the same people throughout the trip, having fun and enjoying time with the family.

## Business Lounge Stories (Global)

We are looking for business lifestyle concepts around business lounge locations. Focus on **casting people of non-Caucasian ethnicity**.

We want to see a business lounge in a location that could be considered an airport or train station. These should be more open, public looking areas where people are working on the go. We should see other elements that construct these lounge areas: Food, drink, free newspapers, charge stations, concierge staff, freshening up locations, looking at the departure timetables on the wall.

We want to get a sense that the person is an active business man or woman. It's important to have the right props including roller bags, train or plane tickets. Needs to feel authentic and not stocky

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## Family practice baseball - Especially female children, moms and older parents. (North America, Latin America and Asia)

We are looking for images of families practicing baseball, both in North America, Latin American, and Asia.

Families should be hitting at the batting cage, throwing the baseball while wearing mitts, gearing up for practice, going to and from the field, coaching, and mentoring.

Think about the family dynamics that we want to show such as cross generational, cross gender learning and bonding through sport.

## Little League Baseball (North America Only)

We are looking for little league baseball teams and all the concepts that are associated.

We are looking to cast **LatinX or an Asian team**. If you are having a hard time casting those ethnicities remember that a well-organized team is the most important element of the shoot. We are looking for an age group between **12-15 years old**. Can be boy or a girl team.

Capture the iconic moments such as: The bench, running on to the field, piling on the “winner” in celebration, portraits, preparation, teamwork, pep talks, coaching. This shoot must be shot in North America.