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sstkBabies

A Shutterstock Content Brief





Overview

Babies through inclusive lenses

Customers working in consumer packaged goods, pharmaceutical or e-commerce companies are constantly seeking new images and videos of babies. If you're looking to catch the eye of these customers, the content needs to be freshly created and feature a diverse range of babies with respect to ethnicity, culture, abilities, and age. This content brief will describe how to prepare the right visuals that will appeal to these customers.



Scenarios

Bringing baby narratives to life

Customers are seeking relatable stories of babies going through the motions of their first years of life. This can be:

- **Daily routines with babies**, such as eating, bath time, diaper changes, a good cry, preparing for sleep, going down for a nap, trips to the doctor, story time, walks in the park while in a carriage or stroller, and sleepless nights with the company of a parent.
- **Baby milestones** such as first tooth, first haircut, first steps, first word, first birthday, first lemon... the list goes on.
- **Family time**. This can include babies interacting with their older siblings, napping while parents enjoy a quiet meal, or even babies cuddling with the family pet.
- **Stories of pregnancy**. Narratives of a mother preparing for a baby's arrival such as organizing their bedroom, throwing a shower, working while pregnant, and buying clothing or other essentials for the baby.

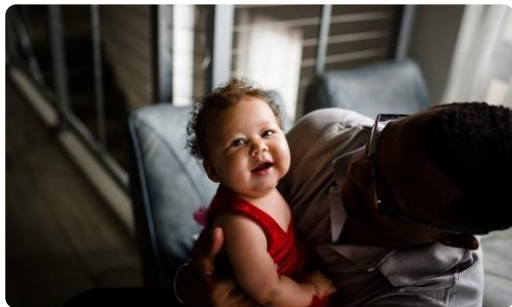
Studio Shots

In addition to lifestyle content, customers are also seeking well executed studio portraiture of different types of babies. When creating this type of work, remember to:

- Keep the backdrop clean and simple.
- Create considered lighting scenarios that expose your subjects evenly.
- Feature single babies and also groups of babies.



Models and Styling



Age

For this request, feature babies anywhere from newborns to toddlers up to five years old.



Diversity

Prioritize truly inclusive visuals. Customers are seeking more visuals of Black, Asian, and Latino children. In addition to ethnic diversity, consider showcasing babies with a physical or cognitive disability.



Styling

Natural styling is encouraged to give the visuals a more honest and documentary feel. Include elements into the scene that are unique to your part of the world and baby culture.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkBabies** content. We encourage you to use these examples as references while creating content that is true to your unique style and part of the world.



Shooting video?
Keep these
specs in mind.

Video Specs

Frame Rate:	23.98p
Resolution:	Horizontal (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 Vertical HD - 1080x1920 4K - 2160x3840, 2160x4096, 2304 x 4096
Shutter Speed:	180 (1/48th)
Gamma:	Rec 709 Wide Dynamic Range (Cinema Style) Log-C
Compression:	Pro-Res 422 (HQ) H.264 (max bit rate and depth)

Customers want commercial-use content.

Legal Requirements

What is commercial-use content?

As the name suggests, commercial content can be used to commercialize, monetize, sell, promote, and advertise a product, business or service. Content that is licensed for commercial use has many more restrictions than content that is licensed for editorial use because commercial content is used for advertising and promotional purposes.

Please make sure the content you submit to this brief does not have any visible trademarks, intellectual property, and personally identifiable information. All content featuring recognizable people must be submitted with a valid model release.



Make sure customers find your content.

Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

You can include up to 50 keywords and a 200-character description for each image or clip. Include information about location, occasions, actions, people, clothing, and concepts in your metadata. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkBabies** when submitting content for this request!



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Thanks!

**We can't wait to see
what you create.**

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