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# sstkChristmas

A Shutterstock Content Brief





# Overview

## Authentic Christmas celebrations

Customers are actively seeking authentic content that captures the true spirit of Christmas worldwide. In fact, customers begin shopping for Christmas content in July! Searches and licensing activity pick up significantly in October and steadily increase through December.

Whether it's different types of families sharing a meal, creative and heartfelt illustrations commemorating the holiday, or Christmas celebrations on the beach, we want to see what this holiday means to you. Show us your unique perspective and help to showcase the varied and heartfelt ways people around the world celebrate this special holiday and season.

Don't forget to use the keyword **sstkChristmas** when submitting your content to this brief.



# Authentic Christmas Content

## Step-by-step Christmas content guide

1. Conceptualize Authentic Themes:
  - Plan Realistic Scenarios: Brainstorm settings and activities that reflect genuine holiday experiences, such as family gatherings, community events, or local traditions.
  - Avoid Clichés: Steer clear of overly staged scenes or common Christmas tropes. For example, perfectly decorated trees, neatly wrapped presents, and Santa meeting with smiling children in perfectly lit settings. Instead, seek out unique perspectives and less predictable moments.
2. Preparation and Equipment:
  - Natural Lighting: Whenever possible, use natural light to maintain a warm and authentic atmosphere.
  - Minimal Equipment: Opt for unobtrusive equipment to avoid disrupting candid moments.



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3. Set the Scene:
  - Choose Authentic Locations: Select settings that resonate with the holiday spirit, such as homes or local community spaces.
  - Decorate Naturally: If staging decorations, ensure they complement the environment without overwhelming the authenticity of the scene.
4. Focus on Documentary Aesthetics:
  - Capture Real Emotions: Get your models comfortable by starting with a fun activity! This will help encourage natural interactions among subjects to convey genuine emotions and reactions.
  - Use Candid Shots: Avoid asking subjects to pose unnaturally. Instead, document candid moments as they unfold, capturing authentic expressions and gestures.
5. Highlight chosen and/or blended families:
  - Celebrate unique family structures: Celebrating Christmas in chosen and blended families can be a beautiful opportunity to create new memories.



# Authentic Christmas Content

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6. **Diverse Casting:**
  - **Reflect Real Diversity:** Ensure your cast represents a variety of ages, ethnicities, abilities, and family structures that reflect the diversity of holiday celebrations.
  - **Include Different Traditions:** Showcase cultural nuances and traditions that celebrate the holiday season uniquely.
7. **Directing Subjects:**
  - **Guide, Don't Pose:** Provide gentle guidance to subjects to encourage authentic actions and interactions.
  - **Encourage Natural Movement:** Capture subjects in motion, engaged in activities like decorating, cooking, or enjoying holiday festivities.



# Scenarios

## Traditions, travel, community, sustainability

**Diverse Cultural Celebrations:** Highlight how different cultures celebrate Christmas, showcasing traditions from around the world.

**Warm Christmas Locations:** There is significant demand for Christmas content filmed in warm climates. If you're in the Southern Hemisphere, this presents an excellent opportunity to create standout content!

**Real Family Gatherings:** Capture genuine and sometimes hectic moments of family interactions, emphasizing natural expressions and unscripted activities.

**Community and Volunteering:** Show people engaging in community service, such as serving at soup kitchens, organizing toy drives, or visiting nursing homes.

**Eco-Friendly Holidays:** Focus on sustainable practices, such as DIY decorations, reusable wrapping materials, and eco-conscious gifts.

**Holiday Travel:** Capture the nuances of holiday travel. This time of year is one of the busiest for road trips and airports.



# Scenarios

## Handmade holidays, winter fun, unique celebrations

**Handmade and Homemade:** Showcase the creation of homemade gifts, decorations, and meals, capturing the crafting process and the joy it brings.

**Outdoor Festivities:** Capture authentic outdoor scenes like Christmas markets, caroling, tree lighting ceremonies, and children playing in the snow.

**Winter Activities Beyond Christmas:** Include scenes of winter sports, nature walks, and other seasonal activities that aren't directly tied to Christmas but reflect the season's spirit.

**Unexpected Settings:** Feature Christmas celebrations in unique locations, such as beachside holidays, cityscapes, or rural settings, breaking away from the typical snowy scenes.



# Illustration Scenarios

## Classic Christmas Illustrations and Design Elements

**Christmas Trees, Decorations, and Gifts:** Illustrations of decorated Christmas trees, ornaments, lights, wreaths, and gifts.

**Winter Wonderland Scenes:** Snow-covered landscapes, cozy cottages, and ice skating scenes.

**Coloring Books:** Engaging and whimsical illustrations for coloring books including holiday characters, interactive mazes and DIY directions.

**Nativity Scenes:** Artistic representations of the nativity, including Mary, Joseph, baby Jesus, and the wise men.

**Holiday Cards:** Designs featuring festive greetings, cheerful messages, and holiday motifs like snowflakes, holly, and mistletoe.

**Backgrounds:** Versatile backgrounds such as snowy landscapes, festive cityscapes, cozy interiors with fireplaces, and bustling Christmas markets.

Shooting video?  
Keep these  
specs in mind.

## Video Specs

Frame Rate:	23.98p
Resolution:	<b>Horizontal</b> (Cinema 4k) 4096x2160 (UHD) 3840x2160 (HD) 1920x1080 <b>Vertical</b> 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 **sstkChristmas** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

# Top sstkChristmas keywords

## Literal Keywords

If these people, places, or things appear in your content, add them to your keywords.

Advent, Bells, Bethlehem, Candy canes, Carolers, Chimney, Christmas cards, Christmas dinner, Christmas lights, Christmas morning, Christmas ornaments, Christmas stockings, Christmas tree, Cookies, Decorations, Elves, Evergreen, Family, Feast, Fireplace, Frosty, Garland, Gifts, Gingerbread, Holly, Icicles, Jesus, Lights, Manger, Menorah, Nativity, North Pole, Ornaments, Poinsettia, Presents, Reindeer, Ribbons, Santa, Santa hat, Sleigh, Snow, Snow globe, Snowflakes, Star, Stockings, Tinsel, Toys, Tree, Wrapping paper, Wreath

## Conceptual Keywords

If these themes, feelings, or ideas are represented in your content, add them to your keywords.

Celebration, Charity, Childhood, Community, Connection, Coziness, Creativity, Family bonding, Festivity, Forgiveness, Friendship, Generosity, Giving, Gratitude, Harmony, Heritage, Hope, Hospitality, Imagination, Inclusion, Joy, Kindness, Magic, Memories, Nostalgia, Peace, Reflection,



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**Thanks!**

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

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