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sstkVertical

A Shutterstock Content Brief





Overview

The rise of vertical video

The new-age consumer is more likely to use their smartphone to view content than any other device they own. As the video landscape continues to evolve, customers are increasingly coming to the Shutterstock platform in search of vertical video. This format has become critically important for consumers, particularly those in the mobile marketing and social media spaces.

We believe that licensing activity for vertical video will continue to increase. This content brief aims to provide topic suggestions as well as technical pointers when submitting this content type.

Make sure to use the keyword **sstkVertical** when submitting content to this brief!



Scenarios

Real life moments in vertical video

Fashion & Influencers: Show ordinary people with personal style, confidence, and authenticity in their daily lives.

Health & Wellness: Capture moments of consulting with doctors, exercising, and making healthy lifestyle choices like eating balanced meals.

Medical Concepts: Create authentic videos that highlight healthcare topics, wellness routines, and thoughtful approaches to well-being.

Food & Culture: Focus on ingredients, cooking, and the joy of dining. Share what cuisine looks like in your part of the world.

Family & Relationships: Highlight everyday moments with family and friends, including both platonic and romantic relationships.

Business & Shopping: Feature diverse people working, running small businesses, or shopping in retail environments.



Scenarios

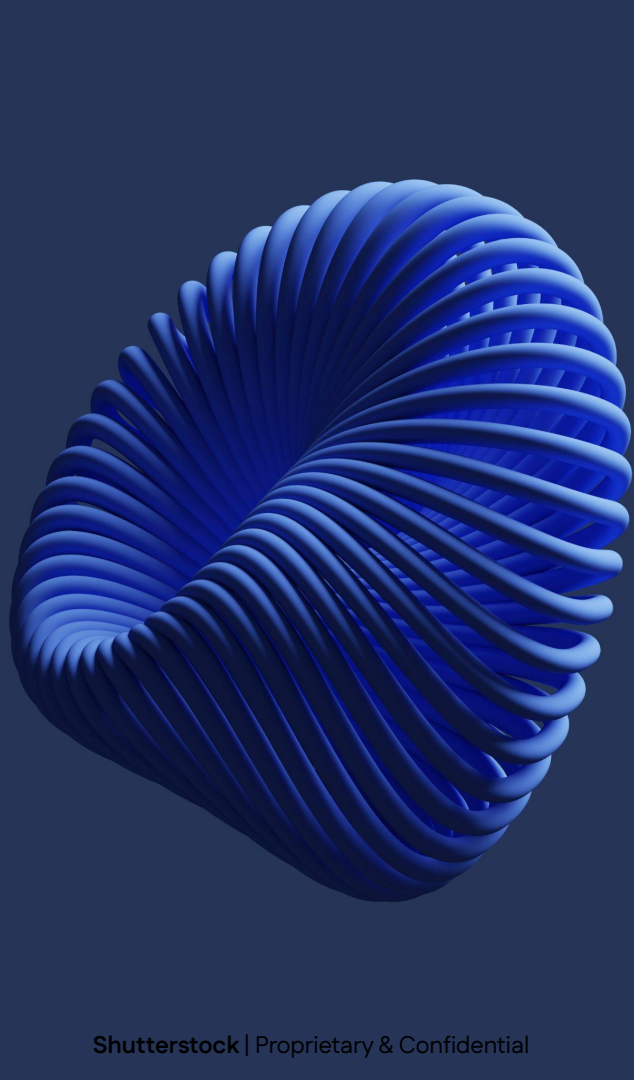
Vertical video journeys and adventures

Trip Planning & Itineraries: Show people researching destinations, selecting locations, booking tickets, and using apps or tech to organize their travel.

Transportation Moments: Capture travelers using various modes of transport like trains, buses, cars, and ferries. Include clips of entering, exiting, and purchasing tickets.

Immersive Travel Experiences: Highlight tourists engaging with local culture, exploring famous attractions in unique ways, visiting museums, or relaxing by the pool or beach.

Road Trips & Gear: Feature families or friends loading up the car, hitting the road with luggage, and unpacking outdoor gear like tents, bikes, skis, or snowboards.



Scenarios

Captivating backgrounds for vertical storytelling

Living Walls & Renders: Showcase a variety of digitally rendered environments, from stylized interiors to textured walls and atmospheric scenes.

Looped Animations: Seamless 2D and 3D animations designed to loop fluidly, adding energy and motion to any visual sequence.

Scenic Vistas: Capture wide vertical shots of natural landscapes, cityscapes, and other immersive environments that provide a sense of place.

Aerial Textures & Top-Down Views: Include detailed overhead footage of nature, food, drinks, and everyday items. Include both literal and conceptual interpretations.

Abstract Visuals: Use gradients, flowing particle motion, and non-representational imagery to create visually striking backgrounds.

Tech, Retro & Scientific Themes: Incorporate animated or live-action elements that draw from technological, vintage, or scientific design aesthetics.

Geometric Design Elements: Bold patterns, clean lines, and dynamic shapes.

Models and Styling



Casting

Choose diverse models representing different races, ages, abilities, body types, religions, sexual orientations, and socio-economic backgrounds to reflect the real world inclusively.



Storytelling

Capture candid, spontaneous moments that feel genuine and documentary-style, focusing on authentic actions rather than posed shots.



Aesthetics

Use everyday wardrobe with personal flair to keep visuals authentic, embracing the perfectly imperfect nature of real life.

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 **sstkVertical** when submitting content for this request!



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Thanks!

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

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