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sstkWellness

A Shutterstock Content Brief





Overview

Fresh takes on fitness and wellness

Fitness and wellness remain among the most in-demand content themes on Shutterstock, consistently ranking in the top five most searched topics.

We are looking for fresh, high-quality commercial content that reflects a broad, inclusive, and contemporary view of health and wellness. This includes a wide range of body types, ages, ethnicities, gender expressions, and physical abilities, shown across both fitness activities and everyday wellness routines.

When submitting content for this brief, please include the keyword **sstkWellness** to help us easily identify your submissions.



Scenarios

Diverse portrayals of fitness

Customers are increasingly seeking fitness and wellness content that showcases a diverse range of races and ethnicities, with a rising demand for representation of **Black, Southeast Asian, Japanese, and Hispanic models**.

Boxing & Fitness: Feature diverse models boxing to build strength, endurance, and coordination. Include shots of them wrapping their hands and putting on gloves

Bodybuilding: Strength training routines in the gym, focusing on muscle-building exercises with dumbbells, free weights, and kettlebells.

Personal Training & Workouts: A personal trainer guiding a client through a customized workout, incorporating a mix of strength training, flexibility exercises, and cardio.



Scenarios

Jogging & Running: Feature diverse models running, either on a track or on a treadmill.

Pilates & Movement: Content showcasing the benefits of Pilates for strength, flexibility, and posture, with a focus on movement, rehabilitation, and modern training techniques.

Mindfulness, Meditation & Stretching: Show mindfulness practices like meditation alongside physical activities such as yoga and stretching.

Holistic Health & Mental Well-Being: Highlight breathwork, sound healing, and alternative therapies in holistic health and mental well-being.



Scenarios

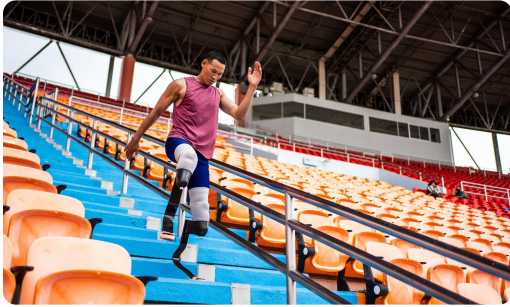
Balanced Nutrition: Content highlighting the importance of well-balanced, nutritious meals and personalized dietary approaches for overall health and wellness.

Biohacking and Wearable Tech: Feature individuals using smartwatches, fitness apps, and AI-powered health tools.

Virtual Wellness: Online fitness classes, telehealth, and digital wellness coaching.

Work-Life Balance: Authentic depictions of stress management and self-care in the workplace.

Models and Styling



Casting

Customers have shown a strong interest in seeing Black, Japanese, Southeast Asian, and Hispanic representation within the fitness and wellness category.



Styling

The wardrobe should be genuine, contemporary, and inclusive, showcasing a variety of personal styles.



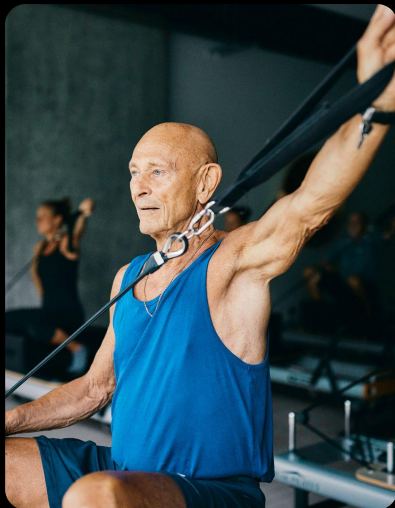
Aesthetics

Embrace the sweat! The content should feel natural and candid, capturing authentic moments with a documentary-style approach.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkWellness** content. For more examples, [view this content collection](#).

We encourage you to use these examples as references while creating content that is also sincere 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 include 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.

For fitness and wellness content, it's crucial to provide detailed location information in your metadata. This helps customers ensure that the content accurately reflects the cultural and aesthetic nuances specific to the area. Additionally, we recommend adding model demographic information such as race or ethnicity.

Include the keyword **sstkWellness** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkWellness keywords

Literal Keywords

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

African-American, Asian, Black, Bodybuilder, Bodybuilding, Boxing, Boxing gloves, **Chinese,** Data Tracking, Dumbbell, Exercise, Exercising, Fitness, Fitness woman, Gym, Gym workout, Healthy lifestyle, Hispanic, Jogging, Latin American, Kettlebell, Man running, Middle Eastern, Mobility, Online exercise, Online workout, Personal trainer, Pilates, Pilates reformer, Runner, **Southeast Asian,** Squat, Stretching, Strength Training, Sweat, Sweating, Treadmill, Virtual Wellness, Weight, Weight lifting, Weight loss, Wearable Technology, Workout, Yoga, Yoga class

Conceptual Keywords

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

Agility, Acceleration, Active, Cardio, Challenge, Commitment, Consistency, Dedication, Discipline, Drive, Endurance, Energy, Flexibility, Focus, Health, Holistic Health, Intensity, Mental Well-being, Motivation, Performance, Power, Recovery, Resilience, Speed, Stamina, Strength, Sweat, Technique, Transformation, Vitality, Wellness, Work Life Balance



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Thanks!

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

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