

shutterstock

sstkBusiness: Shopping

A Shutterstock Content Brief





Overview

Modern Shopping and Business

Shutterstock customers are actively searching for content that captures the many ways people shop today. From online browsing to in-store experiences, there is growing demand for authentic, modern visuals that reflect how people discover, compare, and purchase products. This includes everyday shopping moments, digital and mobile commerce, holiday shopping, and how small businesses connect with their communities.

Make sure to include the keyword **sstkBusiness** when submitting content for this brief!



Scenarios

Modern Retail Moments

Clothing and Fashion: Highlight the experience of trying on clothes, browsing racks, and consulting with friends or store staff. Customers want to see modern retail spaces and authentic reactions, from casual shopping to special occasion outfits such as wedding gowns, prom dresses, and evening wear.

Technology and Electronics: Feature customers exploring phones, tablets, or laptops in-store. Scenarios can include testing devices, asking questions to sales associates, and making purchase decisions in tech retail settings.

Home and Lifestyle Shopping: Capture people browsing home goods, furniture, or decor in stores. Show shoppers evaluating products, interacting with staff, and imagining how items fit into their own spaces. Include moments related to home renovations such as selecting flooring, choosing paint colors, picking lighting fixtures, or comparing kitchen and bathroom finishes.

Beauty and Personal Care: Show shoppers exploring and testing cosmetics, skincare, and hair care products in stores. Include close-up, textural shots of products on diverse skin tones.

Scenarios

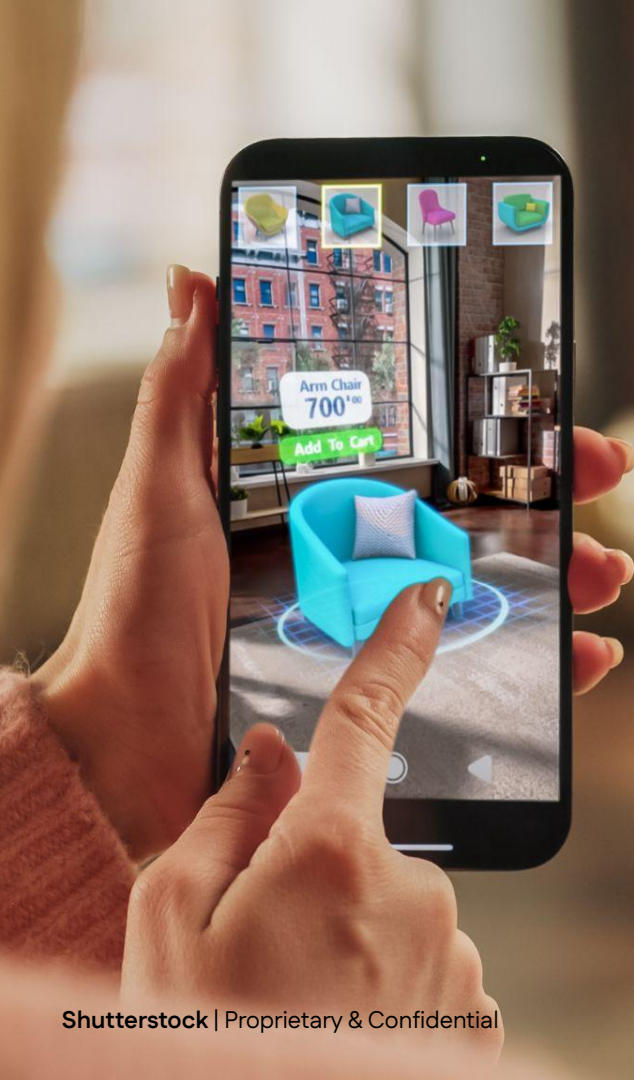
Tech-Driven Shopping Moments

Online Shopping: Show customers browsing and purchasing through websites and apps. Capture moments like scrolling product listings, checking reviews, and completing purchases on mobile devices or laptops.

Interacting with Technology: Highlight shoppers engaging with digital kiosks, self-checkout systems, or touchscreen displays in stores. Capture natural moments of people using these tools to browse products, compare options, or complete purchases.

Augmented Reality Try-Ons: Show shoppers using AR to visualize furniture in their homes or try on clothing, glasses, or cosmetics digitally. Capture both the on-screen experience and authentic customer reactions.

Smart Devices and Voice Shopping: Highlight interactions with smart speakers or virtual assistants to research, compare, or purchase products.





Scenarios

Holiday Shopping Moments

Holiday Season Shopping: Capture the excitement and energy of the holiday season in malls, boutiques, and pop-up markets. Show candid interactions like browsing for gifts, wrapping presents, carrying shopping bags, and enjoying festive store displays.

Black Friday Shopping: Highlight the fast-paced, high-energy environment of Black Friday. Scenarios can include lines outside of stores, crowds rushing in at opening, and customers comparing deals or loading carts with discounted items.

Gift Shopping with Family and Friends: Show diverse groups shopping together, sharing opinions, and helping each other choose the perfect gifts.

Holiday Window Displays: Focus on the magic of decorated storefronts and festive retail environments. Capture shoppers admiring displays, taking photos, and feeling inspired to step inside.



Scenarios

Everyday Small Business

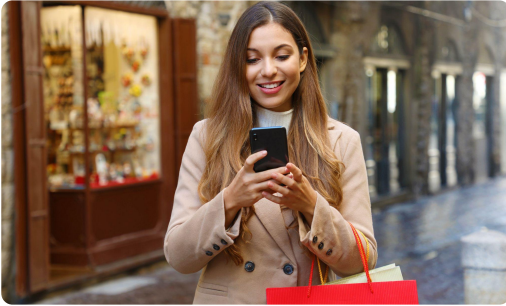
Behind the Counter: Highlight the daily work of small business owners and employees. Scenarios can include stocking shelves, managing registers, or preparing products with care and attention to detail.

Crafts and Handmade Goods: Feature makers creating and selling handmade products, from jewelry to ceramics. Showcase the authenticity of the creative process and the pride of presenting goods to customers.

Community Connection: Show small businesses engaging with their local neighborhoods. Capture moments like greeting familiar customers, supporting local events, or providing a welcoming atmosphere that builds trust and loyalty.

Small Business Online Presence: Highlight owners managing their shops digitally, whether through e-commerce platforms, social media, or online order fulfillment.

Models and Styling



Casting

Diversity and inclusion are essential for shopping content. Cast people of different ages, body types, and abilities across a range of shopping scenarios. Customers are seeking greater representation of Black, Asian, Hispanic, and Middle Eastern communities.



Styling

Shopping is everyday life! Keep styling casual and authentic, with clothing that feels natural for malls, boutiques, at-home shopping, and small shops.



Aesthetics

Give your content a documentary feel. Use natural lighting, balanced colors, and compositions that capture authentic energy and emotion.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkBusiness** 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

Did you know that videos typically bring in 10x the earnings of photos? Consider shooting videos while you capture photos!

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)

Did you know
content with
model and
property
releases tends
to sell more
than unreleased
content?

Legal Requirements

Released content includes signed model or property releases granting permission to use a person's likeness or private property commercially. Model releases cover people; property releases cover private locations, artwork, or branded designs. This allows the content to be legally licensed for advertising, marketing, and other commercial uses, which have more restrictions than editorial use.

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. Include information about location, actions, people, and concepts to your metadata.

Make sure to include the keyword **sstkBusiness** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top sstkBusiness keywords

Literal Keywords

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

apparel, basket, boutique, business, cashier, checkout, commerce, company, corporate, customer, department store, e-commerce, entrepreneur, enterprise, fashion, gift, grocery, handbag, holiday shopping, independent shop, local business, mall, market, merchandise, mobile shopping, online shopping, owner, purchase, receipt, retail, sale, shopper, shopping bag, shopping center, small business, storefront, store, style, supermarket, transaction, vendor, workspace

Conceptual Keywords

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

affordable, bargain hunting, brand loyalty, consumer behavior, convenience, customer experience, deal, discovery, fashion trends, festive season, impulse buy, lifestyle, loyalty program, luxury experience, mindful purchasing, online deal, personal shopper, retail therapy, seasonal trends, spending habits, entrepreneurship, store experience, sustainable commerce, tech-enabled purchasing, trend, urban retail, visual merchandising, wishlist, work-life balance, gift giving



shutterstock

Thanks!

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

Image Credits: Addictive Creative, Hero Images on Offset, Hryshchyshen
Serhii, Gorodenkoff, DGLimages, Chay_Tee, Zigres, BearFotos,
Aleksandra Suzi, Caia Image, Maskot Images, Krakenimages.com,
Dusan Petkovic, Pressmaster