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sstkLunarNewYear

A Shutterstock Content Brief





Overview

Authentic Lunar New Year Content

Did you know that 2026 will be the Year of the Horse in the lunar calendar? Customers begin searching for authentic Lunar New Year content in early Autumn, with demand peaking in mid-December. Now is the perfect time to create fresh, culturally rich content that meets Shutterstock customers' growing needs for their winter campaigns.

From families in Korea savoring traditional home-cooked meals to vibrant street celebrations in China featuring dragon dances and fireworks, Shutterstock customers are seeking authentic visuals that resonate with the nearly 2 billion people worldwide who celebrate this holiday.

When submitting content for this brief, make sure to use the keyword **sstkLunarNewYear** so it can be easily discovered.



Scenarios

Lunar New Year Traditions

Family Gatherings: Showcase multi-generational families gathering for a New Year's feast, both in person and over Zoom.

Gift Giving: Capture the exchange of thoughtful gifts beyond red envelopes, such as fruits, teas, and symbolic items, as tokens of love and good fortune. Digital red envelopes are also popular, allowing for easy electronic monetary gifts that blend tradition with modern convenience.

Games: Highlight the diverse games played during the Lunar New Year, which varies by country. For example, Yutnori in Korea or Majiang in China. Show these activities bringing people together in celebration.

Decorating Homes: In China, Taiwan, and Hong Kong, homes are decorated with red lanterns, paper cuttings, and good luck characters. In Korea, families showcase Bokbunja-jang (lucky decorations) made from paper and fabric, along with colorful Bok (happiness) banners and traditional paintings.



Scenarios

Lunar New Year Celebration Highlights

Holiday Travel: Lunar New Year is one of the world's busiest travel seasons. From boarding planes and packing suitcases to navigating crowded train stations and reuniting with loved ones, capture authentic content reflecting both the hustle of travel and the warmth of family togetherness.

Lion and Dragon Dances: Colorful, high-energy performances meant to bring good luck. Capture the detail and intensity of the dances, including musicians and intricate costumes.

Fireworks & Firecrackers: Showcase vibrant fireworks lighting up the night sky alongside popping firecrackers. Both traditions play a key role in celebrations, symbolically warding off evil spirits and bringing good fortune.

Flower Markets: Highlight lively markets during Lunar New Year, filled with vibrant flowers, fruits, and decorations. Capture families shopping for symbolic items like peach blossoms and kumquats, believed to bring luck and prosperity.

Temple Fairs: Capture scenes from traditional temple fairs featuring folk performances, cultural exhibits, and street food vendors.



Scenarios

Celebrating With Food

While countless dishes are enjoyed around the world during the Lunar New Year, we want to highlight a selection of traditional dishes from various countries to serve as inspiration.

China: Consider capturing dishes such as Jiaozi (dumplings), Yú (fish), and Nian Gao (sticky rice cakes), which symbolize wealth, abundance, and success.

Japan: Japan celebrates the New Year on January 1st. Traditional dishes include Toshikoshi Soba (long noodles for a long life) and Tai (sea bream symbolizing good fortune) as part of Osechi Ryori.

Korea: Dishes like Tteokguk (rice cake soup), Jeon (pan-fried pancakes), and Japchae (glass noodles) represent a fresh start, fortune, and harmony.

Indonesia: In Indonesia, popular dishes include Kue Lapis Legit (a layered spiced cake symbolizing abundance) and Rendang (a beef dish representing celebration).

Hong Kong: Common dishes in Hong Kong include Poon Choi (a layered dish consisting of meat, fish, and vegetables that represents prosperity) and Luo Bo Gao (a turnip cake, which symbolizes togetherness).



Scenarios

Celebrating With Food

Singapore & Malaysia: People enjoy "lo hei" or "yu sheng," a shredded raw fish salad tossed with vegetables to symbolize good fortune, often shared among coworkers.

Thailand: Traditional dishes include Khao Chae (cooling rice with condiments for abundance), roast duck (symbolizing wealth), and desserts like Khanom Chan (sticky rice with mango for a sweet new year).

The Philippines: Popular dishes include Tikoy (rice cake for unity), Pancit (noodles for long life), and Lumpia (spring rolls for prosperity).

Vietnam: Dishes include Bánh Chưng (square sticky rice cake representing the Earth) and Thịt Kho Tàu (caramelized pork belly and eggs for reunion).

Taiwan: People enjoy Tangyuan (sweet glutinous rice balls for family unity), Bawan (Taiwanese meatball representing abundance), and Lu Rou Fan (braised pork rice symbolizing wealth).



Scenarios

Lunar New Year Illustration Concepts

Greeting Card Designs: Traditional symbols like lanterns, dragons, and firecrackers. Zodiac animal of the year (2026 is the year of the Horse).

Backgrounds: Festive street scenes with hanging lanterns. Temples and traditional houses. Vibrant skylines with fireworks. Red and gold abstract designs.

Family and People: Illustrations of family during Lunar New Year, highlighting moments of tradition and togetherness. Children receiving red envelopes, and elders teaching traditions. Scenes depicting families preparing homes, watching lion dances, or lighting fireworks, all set against festive backdrops of lanterns and decorations.

Calendars and Planners: Monthly zodiac-themed illustrations in a consistent, colorful style.

Models and Styling



Multi Generations

Cast a mix of generations—grandparents, parents, children, and extended family members like aunts, uncles, and cousins.



Style

Use traditional clothing as well as casual, modern home attire to show an authentic, everyday look. Avoid overly polished or staged wardrobe choices. Visuals should be candid, spontaneous, and capture unscripted exchanges to make content authentic.



Casting

Cast models who are Chinese, Japanese, Korean, Thai, Filipino, Vietnamese, Malaysian, Singaporean, Hong Kongese, and Taiwanese. Also focus on infants, children, young adults, adults, seniors, and advanced seniors (85+).

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkLunarNewYear** content. We encourage you to use these image 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 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 **sstkLunarNewYear** when submitting content for this request! The following page contains other keywords that are relevant to this content brief.

Top Lunar New Year Keywords



Literal Keywords

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

2026, Bai nian, calligraphy, cherry blossoms, Chinese calligraphy, Chinese New Year parade, chopsticks, food, cultural performances, dragon dance, dragon fruit, dumplings, family reunion, firecrackers, gold ingots, incense sticks, jiaozi, lanterns, lion dance, lotus seeds, lucky bamboo, New Year dinner, nian gaoanimals

Conceptual Keywords

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

abundance, ancestors celebrations, children, cultural heritage, cultural performances, family, family togetherness, festivals, firecrackers, fortune, friendship, good fortune, gratitude, happiness, harmony, hope, joy, lion dance, luck, new beginnings, offerings, prosperity, renewal, respect, ritual, togetherness, tradition, unity, wealth, wishes, zodiac animals



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Thanks!

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

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