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# sstkVertical: Lifestyle

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. As vertical video continues to dominate the mobile landscape, model-released lifestyle content has become a key focus for customers on the Shutterstock. From everyday moments to aspirational experiences, vertical lifestyle videos are increasingly in demand.

This content brief provides topic suggestions and technical guidance for contributors looking to create vertical videos that resonate with today's mobile-first audience.

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



# Scenarios

## Vertical stories, everyday life

**Family & Relationships:** Highlight moments with family and friends, both platonic and romantic. Showcase genuine interactions that convey connection and shared experiences.

**Home & Living:** Show decorating, cooking, or relaxing at home. Focus on cozy, lived-in spaces that feel personal and inviting.

**Family Celebrations & Milestones:** Show multi-generational families and friends gathering for birthdays, anniversaries, graduations, or other special occasions. Capture authentic joy, laughter, and meaningful moments that highlight connection and tradition.

**Home Office & Remote Work:** Show people working from home in realistic, lived-in environments, whether on laptops at desks, sofas, or in bedrooms.

**Fashion & Influencers:** Show ordinary people with personal style, confidence, and authenticity. Vertically capture expressive outfits, gestures, and moments that feel real and relatable.



# Scenarios

## Vertical stories of wellness

**Fitness & Strength Training:** Show diverse models engaging in strength training, boxing, or guided workouts with a focus on proper technique, endurance, and muscle-building exercises.

**Mind-Body Wellness:** Capture mindfulness practices, yoga, Pilates, stretching, and breathwork.

**Holistic Health & Recovery:** Highlight alternative therapies, sound healing, and holistic approaches to wellness.

**Nutrition & Healthy Living:** Feature people preparing, enjoying, or planning nutritious meals, emphasizing personalized approaches to wellness.

**Modern Wellness & Tech:** Show individuals using wearable tech, fitness apps, virtual classes, or telehealth services to track health, manage stress, and maintain work-life balance.



# Scenarios

## Business and shopping, captured in vertical

**Shopping & Commerce:** Feature both everyday and holiday shopping experiences. Include dynamic shots that convey the energy of commerce and customer engagement.

**Retail Experience:** Show customers browsing, trying on products, or interacting with store staff in diverse retail settings. Highlight authentic, lively moments that capture the energy and variety of shopping environments.

**Corporate Professionals:** Show business people in offices, meetings, conferences, or presentations, demonstrating leadership, collaboration, and success.

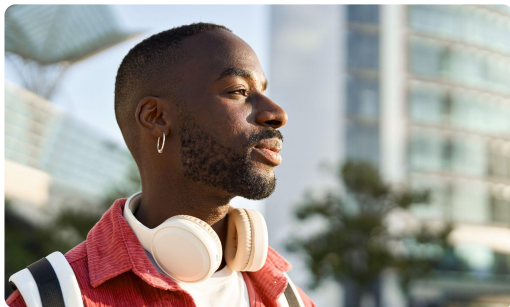
**Small Businesses:** Film owners and employees in personalized business settings such as cafes, retail shops, warehouses, or specialty stores. Show people interacting with customers, preparing orders, or standing in front of their stores to convey character and authenticity.

# Models and Styling



## Casting

Customers want to see more diversity in lifestyle content, including Black, Japanese, Southeast Asian, and Hispanic representation. Cast models reflecting real-world diversity across age, ability, body type, religion, and orientation.



## Framing & Composition

Because this content is captured vertically, pay careful attention to composition and framing to make each shot feel natural and engaging. Keep key subjects centered and visible, and use movement or layering to add depth and visual interest.



## Styling & Aesthetics

Use everyday wardrobe with personal flair to keep visuals authentic and relatable. Aim for a user-generated content (UGC) aesthetic, an authentic and unscripted look that feels personal and spontaneous.

Shooting video?  
Keep these  
specs in mind.

## Video Specs

|                |                                                                                                                                                                   |
|----------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Frame Rate:    | 23.98p                                                                                                                                                            |
| Resolution:    | <b>Horizontal</b><br>(Cinema 4k) 4096x2160<br>(UHD) 3840x2160<br>(HD) 1920x1080<br><b>Vertical</b><br>HD - 1080x1920<br>4K - 2160x3840, 2160x4096,<br>2304 x 4096 |
| Shutter Speed: | 180 (1/48th)                                                                                                                                                      |
| Gamma:         | Rec 709<br>Wide Dynamic Range<br>(Cinema Style) Log-C                                                                                                             |
| Compression:   | Pro-Res 422 (HQ)<br>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!

# Top sstkVertical keywords



## Literal Keywords

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

apps, balanced, bodybuilding, boxing, breathwork, business, cafes, classes, cooking, corporate, desk, digital, exercise, family, gatherings, handshakes, healing, home, individual, jogging, laptop, meals, meditation, mindfulness, multitasking, nutrition, office, open, owners, personal, pilates, remote, routine, routines, self-care, shopping, signs, style, telehealth, UGC, user generated, vertical, vertical video, virtual, weightlifting, work, wellness, yoga

## Conceptual Keywords

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

aspirational, authenticity, balance, celebration, community, confidence, connection, creativity, culture, diversity, empowerment, engagement, enjoyment, experience, expression, focus, inspiration, joy, lifestyle, motivation, movement, productivity, relaxation, representation, routine, self-expression, success, wellness, work-life, wellbeing, vitality



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**Thanks!**

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

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