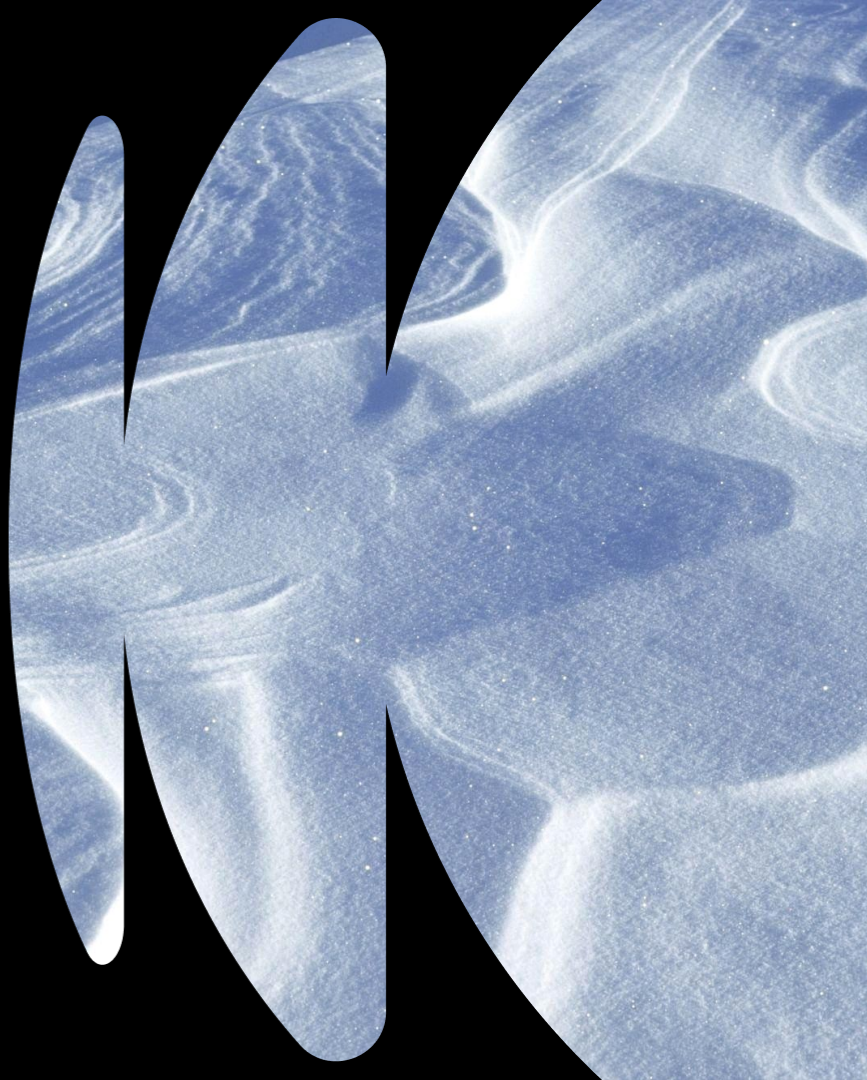


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sstkWinter

A Shutterstock Content Brief





Overview

Picturing the end of the year

As the global holiday season approaches, Shutterstock customers are looking for commercial visuals that mirror real-life experiences. Because our contributor and customer base is global, this brief covers two distinct seasonal content tracks: cold-weather winter and warm-weather Southern Hemisphere holidays (such as a sunny or beachside Christmas).

Focus heavily on high-value, unscripted concepts like holiday travel logistics, multigenerational winter sports, honest family milestones, and non-cliché winter lifestyle imagery. Make sure to use the keyword **sstkWinter** when submitting content to Shutterstock that matches this brief!



Scenarios

Joyful event experiences

Focus on catching the unscripted, highly interactive milestones of holiday preparation and family gatherings. Move away from stiff, overly posed portraits in front of pristine trees; look for the organic chaos and warm sentimentality of real seasonal traditions.

Travel and arrival logistics: Capture the energy and warm reunions of holiday travel. Show families packing cars under overcast winter skies, checking navigation on phones, or hugging loved ones at doorways upon arrival.

Multigenerational gatherings: Document modern family dynamics during classic events like dinner or gift exchanges. Show people laughing, passing dishes, cross-talking, and expressing delight (or funny moments of surprise).

Warm climates: Many customers in the Southern Hemisphere need summer Christmas concepts. Show friends, couples, or families celebrating on a beach, utilizing light, seasonal clothing with subtle touches of festive color.



Scenarios

Active winter life

Customers are demanding fresh, dynamic visuals of active winter sports, peer-group outings, and cozy but modern everyday lifestyle scenarios.

Modern winter sports: Show running, snowboarding, outdoor ice skating, and ski trips from cinematic, active angles. Highlight the physical exertion; visible breath in the cold air, snow spray, and authentic gear.

Outdoor socializing: Move beyond the nuclear family to focus on friend groups navigating winter landscapes. Capture "snow fun" like making a snowman together, snowball fights, outdoor hot tubs, or drinking warm drinks outdoors.

Cozy everyday moments: Showcase quiet winter life at home or in modern cabins. Focus on beautiful morning window light, reading wrapped in blankets, frosted windows in the background, or checking cold winter conditions through the windows.

Models and Styling



People

Ensure your cast reflects true community structures. Showcase blended families, diverse friendship circles, and multi-generational relationships. Cast real couples or families where possible to capture genuine intimacy and relaxed, unforced body language.



Style

Focus on realistic winter textures like chunky knit sweaters, oversized scarves, warm hats, puffers, and functional active gear. For festive indoor scenes, stick to casual clothing rather than matching sets.



Aesthetics

Prioritize natural light, soft golden hour glows, or realistic interior lighting. Avoid flat, clinical studio flashes. Keep colors grounded in a natural, rich seasonal palette. Use documentary-style compositions so the viewer feels like an active participant in the scene rather than an outside observer.

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.

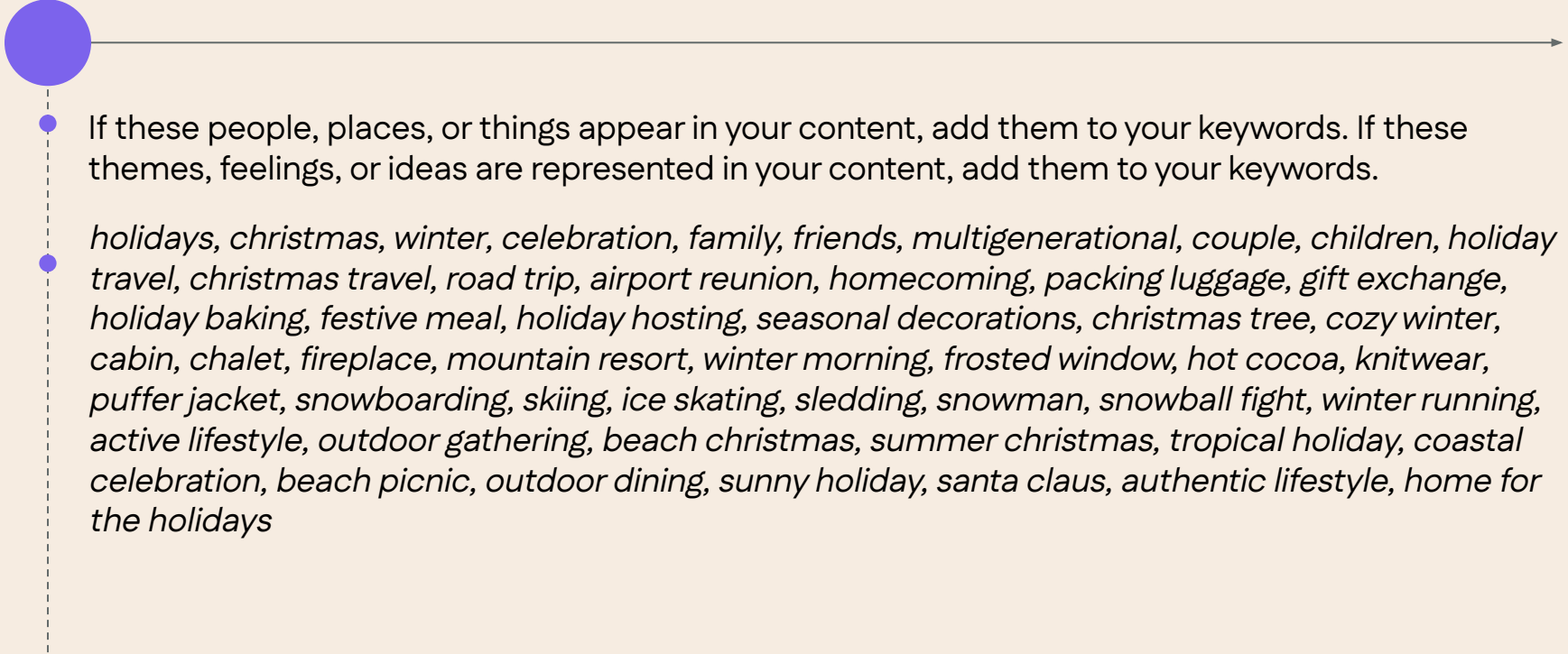
Metadata

Providing relevant and robust metadata is the best way to guide customers to your content.

Include information about location, occasions, actions, people, clothing, and concept into your metadata. Think like a customer. The more descriptive metadata you provide, the more likely a customer can find and license your content.

Include the keyword **sstkWinter** when submitting content for this request!

Top sstkWinter keywords



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

holidays, christmas, winter, celebration, family, friends, multigenerational, couple, children, holiday travel, christmas travel, road trip, airport reunion, homecoming, packing luggage, gift exchange, holiday baking, festive meal, holiday hosting, seasonal decorations, christmas tree, cozy winter, cabin, chalet, fireplace, mountain resort, winter morning, frosted window, hot cocoa, knitwear, puffer jacket, snowboarding, skiing, ice skating, sledding, snowman, snowball fight, winter running, active lifestyle, outdoor gathering, beach christmas, summer christmas, tropical holiday, coastal celebration, beach picnic, outdoor dining, sunny holiday, santa claus, authentic lifestyle, home for the holidays



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Thanks!

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

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