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sstkBusiness

A Shutterstock Content Brief





Overview

The look of business

The way business is conducted and the way that it looks evolves. As one of the most consistent content requests, Shutterstock customers want to see content that portrays business as it's practiced today and how we hope to see it practiced in the future. This content brief outlines modern scenarios customers are actively seeking and how you can create work that will appeal to them.

Increasingly, customers are looking for globally authentic, editorial-style commercial content with localized details that reflect real communities, especially imagery of people interacting, collaborating, and working in local small businesses, where regional culture and everyday business practices come to life.



Scenarios

Business professionals in corporate settings

Beginning with the most traditional form of business stock content, scenes of businesspeople in offices remain in high demand. Today's customers are looking for themes like human resources, leadership, collaboration, and success from a modernized and inclusive perspective.

Early stages of employee lifecycle: Job searching, applications, interviews, offer acceptance, paperwork, orientation, and first-day experiences.

Groups of businesspeople. This can be portraits or fly-on-the-wall type shots of people in business meetings or presentations, at conferences, and events. Include trans and non-binary representation.

Workplace dynamics. Show the interpersonal side of working life through moments of collaboration, mentorship, feedback, decision-making, conflict resolution, and support between colleagues.

Business travel. Show the arc of corporate professionals traveling for work, be it for a conference, professional business lunch, or remote office. This can be illustrated as simply as including a suitcase in the scene of a businesswoman presenting to a group in a meeting room.



Scenarios

Small businesses

On the opposite end of the spectrum, customers need relatable visuals of small businesses. These settings are more personalized and have a special character and spirit that's important to visually convey.

Types of business. A variety of businesses are best for customers, from cafes to retail to warehouses to specialty food or beverage stores and anything in between.

The people behind the business. Customers look for shots of small business owners, standing in front of or inside their stores. Content of employees talking to customers, working on laptops/computers, on the phone, and preparing/packing boxes of online orders for shipment is also needed.

Open and Closed signs. Narrow, close-up shots or wider shots with people that focus on Open, Open for Business, and Business Opening signs. Customers primarily need open business concepts but some do look for content of Closed signs as well.

Small Business Saturday and Black Friday. These commercial holidays happen in November following US Thanksgiving.



Scenarios

Working from home

Taking a virtual meeting with slippers on is the reality of business for many people in a post-pandemic era. Customers want to see content that reflects this reality.

The home office. Scenes of people working on their computers or laptops from their unique home office. Customers like seeing a lived-in environment that looks realistic. The content does not need to portray a formal office structure, it can also be people working from their sofas or people with a desktop setup in their bedrooms.

Multitasking. Working from home often involves navigating overlapping personal and professional responsibilities. Whether it be putting in a load of laundry in between calls or checking emails with a sleeping baby in their lap, customers want to see this mixture of personal and professional life.



Scenarios

How does technology enhance our work?

Customers want to see how technology improves the quality of life and work.

At the office. Authentic depictions of humans working with AI tools, AR/VR, and wearable technology (smartwatches, smart glasses, etc) in corporate settings. People interacting with whiteboards, or smart boards, and other touch-sensitive displays. Depict asynchronous tech culture such as people using instant messaging tools or video calls. Avoid overused tropes such as generic conference room setups or basic laptop-typing scenes.

Assistive technology. People using tools that help them maintain independence while managing a chronic illness. Also, any item, piece of equipment, software program, or product system that is used to increase, maintain, or improve the functional capabilities of people with disabilities. For example phones with large tactile buttons, speech generating devices, and mobility devices. What type of assistive technology can be implemented in the workplace?

When shooting videos of these scenarios, make sure models interact smoothly and naturally with tech and depict scenario-based sequences (problem–solution–outcome).



Scenarios

Transactions. Contactless payment is a very popular customer request. Show people using their phones or smart watches to make payments in small retail shops selling items from clothing to shoes to home goods, at cafes, in transit on trains and buses, or ordering a car or food via an app.

Small business. Show how small businesses use tech devices, software, and AI-generated (AIGEN). Customers also want to see how businesses automate their processes to be more efficient. Commonly requested types of business are retail shops, bike shops, barbershops, financial advisors, flower shops, bakeries, design studios/architects, delivery companies, small corporate offices, and cafes/restaurants.

Travel. Visual narratives centered around commuting to work or business travel that include technology. For example, people reading the news on their device while on their way to work, listening to music, or using e-tickets on their phones to pass through airports or stations. If you choose to portray your models with headphones, we suggest small and subtle headphones rather than large, cumbersome ones.

Augmented & Virtual Reality

Everyday AR integration. People using AR glasses, real estate apps, and creative tools in daily life — buying homes, making art, navigating cities.

Workforce & industry applications. Depict AR boosting business, construction, factories, medicine, and training — smart offices, warehouse logistics, and virtual meetings in action.



Daily AI

Customers want visuals that depict how AI and AIGEN technologies are used in our normal lifestyles. Show people interacting with an AI tool while at home, work, commuting, or socializing.

Consider subtle overlaying text bubbles that imply AI interaction, rather than drawing attention away from the subject.

Please do not include graphs in your content and avoid a blue or clinical aesthetic. Customers prefer warm tones and a natural, human-centered aesthetic



Business Templates

Illustrators and graphic artists, this is for you! Customers need clean and simple business design templates of:

- Business cards
- Business flyers
- Business proposals
- Business plans
- Logos and icons

For inspiration, see [a collection of some of our popular assets](#). Please supply this content as [EPS files](#) so customers can customize it for their needs.



Seasonal Business Content



Labor Day

In the USA and Canada, Labor Day is on the first Monday of September. International Workers Day, a similar holiday, is on May 1st. Business themed content searches increase a month in advance of these holidays.



International Women's Day

International Women's Day is celebrated annually on March 8th. Visual portrayals of women in leadership, business, and technology are especially in demand leading up to this celebration.



Employee Appreciation Day

Employee Appreciation Day is observed on the first Friday of March. This holiday recognizes employees in all types of businesses. Shutterstock customers look for relevant content starting a month before this day.

Models and Styling



Progressive Casting

Diversity and inclusion are a must for business content. Cast women in leadership, people with disabilities, and a range of ages. Customers are also seeking more Asian, Indian, and Hispanic representation.



Aesthetics

Regardless of which scenario you are recreating with your work, always consider natural and dynamic lighting, attention to detail, and a documentary style approach.



Copy Space

Remember to include copy space in your content so customers can place their custom text or logos on it.

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

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

Top keywords



business, business concept, career, collaboration, communication, community, conference, corporate, customer, development, digital era, diverse, diversity, dynamics, employee, employee recognition, employee satisfaction, employment, executive, future, hiring, home, HR, human, hybrid work culture, inclusive workplace, inclusivity, interaction, interviews, jobs/professions, labor, leadership, management, meetings, mentorship, modern, neurodiverse workplace, office, operations, organizational culture, partnership, planning, portrait, presentations, profession, professional growth, professionals, recruitment, relationships, resolution, resources, service, skills, small business, stakeholders, stress, success, team, teamwork, tech, training, transformation, trust concept, values, warehouse, women in leadership, work, work-life, work environment, workforce, workplace, workspace



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Thanks!

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

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