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sstkDiwali

A Shutterstock Content Brief





Overview

Diwali's light in modern India

Diwali, or Deepavali, is an important religious and cultural event in India that celebrates light. Based on feedback from Shutterstock's customer base, they want visuals of **real, modern India**: nuclear families in normal apartments, urban millennials and Gen Z, people celebrating in offices and on video calls with family. Plus a lot more **regional diversity** from South India, Bengali (Kali Puja), and Gujarati/Marwari.

Customers across banking, retail, manufacturing, and fast moving consumer goods industries use Diwali content for their campaigns, packaging, social media, and merchandise. Most customers begin searching for Diwali content around two months before the festival. To get their attention, include the keyword **sstkDiwali** in your newly submitted Diwali content.

Light's victory

During Diwali, light signifies hope, good luck, purity, and power. It is victorious over darkness. Use your content and the scenarios you depict as ways to signify these themes.

Caution: Indian brands increasingly prefer safer, cleaner, family-friendly visuals: diyas, lanterns, fairy lights, eco-friendly décor, sparklers handled safely, and smoke-free celebration cues. Lean on diyas and "green Diwali" instead. Avoid heavy firecracker or firework imagery. Also avoid inaccurate puja or deity setups (locals notice immediately) and the overly opulent "exotic India" look that no real family lives in.





Scenarios

Balance traditional scenes with modern interpretations.

Corporate Diwali Celebration: Office Diwali celebrations with colleagues. Corporate gifting exchanges between colleagues, clients and teams. Employee engagement events, office decorating contests and festive team celebrations. Professionals exchanging Diwali greetings in person and on video calls. Office decorating contests, team lunches, cultural activities, festive games and workplace celebrations.

Dhanteras & Prosperity: Gold coins, jewelry purchases, investment themes, wealth, abundance, Dhanteras purchases and prosperity-themed financial concepts.

The "Last-Minute" Panic: Sibling banter over forgotten gifts, sudden guests arriving, or trying to untangle chaotic strings of fairy lights at the 11th hour.

Modern Realism / Anti-Perfection: Showing the messy behind-the-scenes prep—while making sweets (mithai), mismatched handmade decorations.

The Festive Upgrade: "Out with the old, in with the new," focusing on the satisfying before-and-after transformations of spaces, wardrobes, or tech setup. Marigold garlands, kandils and decorative candle displays in homes and offices.



Scenarios

Balance traditional scenes with modern interpretations.

Homecoming: The emotional payoff of traveling through intense festival traffic or long distances just to make it home in time for the first diya lighting.

Family Gatherings: Diverse families from various communities coming together to celebrate Diwali. In this reunion, they can be sharing meals, making sweets like halwa or gulab jamun, decorating homes, cleaning homes, and crafting rangoli designs. Include information about the featured food in your metadata.

Business Rituals: Colleagues in a corporate office performing business rituals for Diwali like Chopda Puja and Lakshmi Puja with account books.

Lighting Diyas: People lighting oil lamps (diyas) and decorating their homes with them.

Rangoli Designs: Creating intricate rangoli patterns on the floor using colored powders, flowers, or rice.

Performing Traditional Rituals: Different communities across India have unique festive practices for Diwali. Showcase the ritual that is specific to your region of India or a different area that is underrepresented.

Scenarios

The role of gifting, food, and commerce.

Gift Giving: Scenes of people giving/receiving gifts such as a beautifully packaged box of sweets or dried fruit or home décor items like lanterns and incense. Premium gift hampers and aspirational home décor for modern urban households. Be sure to include information about the gifted items in your metadata.

Traditional Foods: Include laddoo, barfi/kaju katli, soan papdi, pedha, jalebi, chakli, chivda, namak para, shankarpali, murukku, adhirasam, mixture, dry fruits, and modern chocolate/premium hampers. Any regional specialties are also encouraged.

Commerce: Online shopping, UPI/mobile payments, festive retail purchases, Dhanteras gold buying, package deliveries, unboxing gifts, and ecommerce-driven Diwali celebrations. Diwali sale banners, discount campaigns and retail marketing assets.

Vectors and illustrations

Beyond photography and video, customers seek vectors, illustrations, icons, patterns, backgrounds, greeting-card designs, packaging assets, social media templates, festive sale graphics, and editable copy-space layouts. Diwali sale banners, discount promotions, festive offers and shopping campaigns are also needed. Create assets that can be easily adapted for advertising, retail promotions, banking campaigns, packaging, ecommerce, and corporate communications.





Location

The diversity of modern India

Regional diversity is extremely important for Diwali content. Consider shooting in South India, Bengali (Kali Puja), and Gujarati/Marwari, among other places.

- **Delhi:** Capture the grandeur of Diwali celebrations at iconic locations like India Gate, Connaught Place, and local markets.
- **Mumbai:** Highlight the vibrant festivities at Marine Drive, Gateway of India, and the bustling streets of Dadar and Bandra.
- **Jaipur:** Showcase the traditional and royal celebrations at places like Hawa Mahal, City Palace, and the colorful bazaars.
- **Varanasi:** Depict the spiritual essence of Diwali with scenes from the ghats of the Ganges River, where people perform rituals and light diyas.
- Other cities and states like **Pune, Gujarat, Bangalore/Bengaluru,** and **Kolkata**, as well as their unique cultural traditions and festive practices, are also needed.

Within these various cities, customers look for people in their homes, at shopping malls, markets, and in general metropolitan environments.

Models and styling



Indian people

Show the diversity of faces, physical features, and skin colors in India – from South Indian, North Indian, Marathi, and Punjab and beyond. Cast real skin tones across the full Indian range.



Spirit

Customers look for content that has themes of happiness, joy, celebration, and togetherness. The content should include colors like warm gold, saffron, marigold, red, magenta, emerald, royal blue, purple, cream, brass, and jewel tones.



Age

Casting all ages is encouraged but customers especially look for representation of young adults in their 20s and 30s and multigenerational families. Have variety in older couples, single people, regular body types.

Further details



Regional diversity

India's rich regional, linguistic and cultural diversity is underrepresented in stock media. Focus on shooting different states, cities, and local talent to show the different faces of India. Include generic text in different languages and scripts.



Authentic environments

Choose candid moments over posed "model with diya" shots, real homes and balconies instead of studio sets. The scenery should be distinctly India and incorporate details and a style that are representative of the specific location. Make sure to include location info in the metadata, too.



Wardrobe

Women wearing beautiful Sarees, handcrafted cotton or silk blend kurta sets, elegant Anarkalis, or lightweight sarees in modern festive shades. Men wearing pastel or rich jewel-toned short kurtas, bandhgala or neat textured indo-western wear.

Visual examples

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

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

Top sstkDiwali 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.

Diwali, Deepavali, Dhanteras, Lakshmi Puja, Chopda Pujan, Bhai Dooj, toran, kandil, festive shopping, Diwali gifting, eco-friendly Diwali, festival of lights, diya, diyas, oil lamp, rangoli, flower petals, marigold, garland, lantern, candle, illumination, glow, bokeh, celebration, festive, festival, family, friends, gathering, togetherness, unity, community, happiness, joy, smiling, laughter, love, connection, bonding, tradition, heritage, culture, cultural identity, devotion, spirituality, faith, prayer, worship, blessing, prosperity, abundance, fortune, success, gratitude, generosity, giving, shopping, retail, hospitality, sweets, mithai, laddoo, gulab jamun, dessert, festive food, feast, saree, sari, kurta, traditional clothing, fashion, elegance, portrait, lifestyle, authentic, representation, inclusivity, diversity, Indian, South Asian, Hindu, home decor, decoration, floral decoration, festive decor, colorful, vibrant, radiant, illuminated, warm light, night scene, celebration background, copy space, greeting card, invitation, banner, ecommerce, seasonal campaign, holiday promotion, aspirational, wellbeing, positivity, optimism, renewal, new beginnings, symbolic, ceremonial, ritual, handcrafted, artisan, craftsmanship, decorative pattern, temple, sacred, reflection, mindfulness, family values, multigenerational family, children, parents, grandparents, candid moments, group portrait, festive atmosphere, cheerful, annual celebration, cultural celebration, community event, home celebration, festive preparation, traditional cuisine, visual storytelling, emotional connection, cultural pride, symbolic light, victory, light over darkness, hope, inspiration, harmony, holiday season, festive marketplace, seasonal lifestyle, celebration concept, decorative lights, cultural richness, festive memories, shared moments, prosperity theme, spiritual celebration, festive branding, holiday marketing, cultural storytelling, festive experience, joyful family



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Thanks!

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

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