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sstkLove

A Shutterstock Content Brief





Overview

Love, honestly

Shutterstock customers are moving away from stylized, "perfect" romantic tropes toward visual honesty. This content brief calls for depictions of love that prioritize real people, real places, and the unpolished moments that define modern human connection. Visuals that feel candid, cinematic, and deeply personal will resonate most with today's customer.

Include the keyword **sstkLove** when submitting content into this request.



Scenarios

Everyday love and connection

Shutterstock customers are interested in visuals that document love in natural ways rather than in ways that use visual clichés like bouquets of roses, chubby cherubs, heart balloons, messages written with flower petals, boxes of chocolate, or jewelry. Focus on functional moments of a relationship in real-world contexts.

Household intimacy: Couples sharing a mundane task like folding laundry, cooking a messy meal together, or relating in a “lived-in” room that is not perfectly styled. This can also extend to tasks outside of the house such as shopping for household items (including plants!), going to the hardware store for “fixer-upper” materials, or speaking with their local pharmacist.

Diverse relationships: Prioritize inclusive casting including interracial couples, LGBTQ+ partnerships, and people with disabilities in everyday dating or domestic scenarios.

Sincere emotion: Focus on “imperfect” smiles, genuine laughter, and even moments of shared stress or quiet focus.



Scenarios

Senior couple narratives

Showcase mature love that is active, adventurous, and celebratory, breaking away from “typical senior” stereotypes.

Active lifestyle: Senior couples traveling together (not just to the beach), attending festivals, and exploring hidden local gems.

Tech-integrated love: Couples in their 60s and 70s using apps to plan trips, sharing a moment over a tablet, or using smart home devices together.

Lifelong connection: Tender, unposed moments at home that show the “real story” of long-term partnership, hopeful but not excessively positive.



Scenarios

Friends and chosen family

Recognize that “love” extends to the bonds of friendship and communal living, particularly for Millennial and Gen Z.

Communal activities: Groups of friends, diverse in age and background, having a backyard BBQ, a festival experience in different weather conditions, or a casual night in relaxing, playing games, etc.

Unexpected friendships: Narratives that highlight bonds between people of different walks of life, style aesthetics (e.g. punk and conservative), or mismatched age groups.

Major milestones: Celebrations that are not just weddings. Think moving-in parties, graduation reunions, or “dad dates” where groups of fathers hang out with their kids.



Valentine's Day

The expression of love differs across people and cultures. While many countries have adopted the American or Western traditions of Valentine's Day, there are still local nuances to this holiday. Depending on where in the world Valentine's Day is celebrated, there are different visual motifs and cultural gestures associated with the holiday. As our customers are global in nature, showcase the customs in your part of the world to get your local customer's attention. For example Black Day in South Korea or the Lovespoons tradition in Wales. Also consider visuals that look to the "five love languages" concept: receiving love via Words of Affirmation, Quality Time, Physical Touch, Acts of Service, and Receiving Gifts.

Models and Styling



Models

Always consider diversity, especially when depicting couples. Clients are especially interested in visuals of couples over 50 years old, LGBTQ+ couples, and people with disabilities in relationships.



Physical Affection

Visuals do not need to be overly affectionate. Clients prefer more subtle and realistic physical gestures. For example, consider showing love by having a model gently put his arm around his partner.



Styling

Clients still crave a sense of authenticity with new content. To achieve this sense, set your work in true-to-life settings that look “lived in.” Use natural light, make sure models don’t exaggerate expressions, and show skin textures like goosebumps or scars.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for **sstkLove** 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 customers can find and license your content.

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

Top sstkLove keywords

Literal Keywords

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

couple, heart, holding hands, embrace, kissing, senior couple, diverse couple, LGBTQ+, home, outdoor, cafe, travel, family, friends, man, woman, candid, laughter, gift, close up, grandmother, grandfather, interracial, multi-generational, domestic, everyday, lifestyle, authentic, smile, engagement, wedding, graduation, meal, picnic, walk, park, kitchen, living room, bedroom, smartphone.

Conceptual Keywords

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

romance, connection, togetherness, authenticity, intimacy, trust, happiness, chosen family, affection, belonging, devotion, support, longevity, tenderness, inclusivity, modern love, shared activity, domesticity, wellness, gratitude, care, comfort, reliability, friendship, celebration, milestone, joy, partnership, aging, retirement, community, belonging, unpolished, gritty, real-life, vulnerability, empathy, hope, unconditional.



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Thanks!

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

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