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sstkWellness: New Year's Resolutions

A Shutterstock Content Brief





Overview

New year, new you

Self-improvement is a central theme at the start of each new year, as people look to reset and refocus on their goals. Customers are seeking authentic and motivating content that captures progress, personal growth, and balance.

From exploring new hobbies or improving personal finances, to making healthier nutrition choices or practicing mindfulness, this content should depict a commitment to self-improvement.

Customers want diverse representation across age, body type, race, and background, highlighting everyday people embracing healthy habits in relatable, inspiring ways.

When submitting content for this brief, use the keyword **sstkWellness** so it can be easily discovered.



Scenarios

Everyday fitness moments

Starting fresh at the gym: People returning to the gym in January, learning new routines, or working with a trainer.

Outdoor winter workouts: Runners, hikers, or cyclists staying active in colder weather. Include layered clothing, early morning light, and realistic conditions to emphasize commitment and discipline.

Home fitness routines: Individuals following online workout classes, using at-home equipment, or incorporating movement into small spaces.

Group motivation and accountability: Friends or family members exercising together, supporting each other's goals, or celebrating after a workout.

Everyday movement and balance: Moments that highlight exercise as part of daily life. For example, walking the dog, biking to work, stretching during breaks, or taking the stairs.



Scenarios

Practical wellness throughout the day

Mindful meditation and reflection: Individuals practicing meditation, journaling, or quiet reflection at home or outdoors.

Daily habits for mental clarity: Simple everyday rituals such as morning routines, journaling, or breathing exercises.

Meal preparation: People cooking balanced meals at home with fresh ingredients. Show real spaces and authentic routines. Also include shots of people drinking water.

Grocery shopping mindfully: Individuals choosing produce, reading labels, or visiting local markets.

Balanced eating during busy days: Realistic meals and snacks at work or school such as packed lunches or smoothie moments that reflect sustainable habits.



Scenarios

Embracing new skills and experiences

Learning new skills: Individuals taking classes in cooking, art, language, music, dance, or fitness. Show real effort, curiosity, and the early stages of skill building.

Exploring new hobbies: People experimenting with activities like gardening, photography, or craft hobbies such as knitting, ceramics, sewing, woodworking, drawing, scrapbooking, or repair. Show the imperfect, tactile process as well as the result.

Stepping outside comfort zones: Moments where someone tries something unfamiliar such as attending a workshop alone or joining a community activity.

Creative and personal projects: Individuals working on passion projects at home or in shared spaces such as writing, painting, building something, or making small improvements to their surroundings.



Scenarios

Embracing new skills and experiences

Personal finances: Everyday financial habits such as setting a budget, tracking spending, saving toward a goal, or choosing lower-cost alternatives. Keep the setting and behavior relatable rather than aspirational.

Less scrolling: Quietly reading a physical book or magazine at home, on public transportation, in a cafe, or outdoors. Show the act of putting a phone away, using an analog alarm clock, or creating screen-free routines.

Reconnecting with people: Friends making time for coffee, walks, shared meals, local markets, classes, or low-key community activities. Capture natural interaction and everyday connection.

Setting goals for the year ahead: People writing New Year's resolution lists, creating personal goal planners, or reflecting on what they want to achieve in the coming year. Capture the optimism and intention of a fresh start through authentic, everyday moments.

Models and Styling



Casting

Customers have shown a strong interest in seeing Black, Japanese, Southeast Asian, and Hispanic representation within the wellness and self-improvement category.



Style

Wardrobe should be genuine, contemporary, and individual, showcasing personal styles.

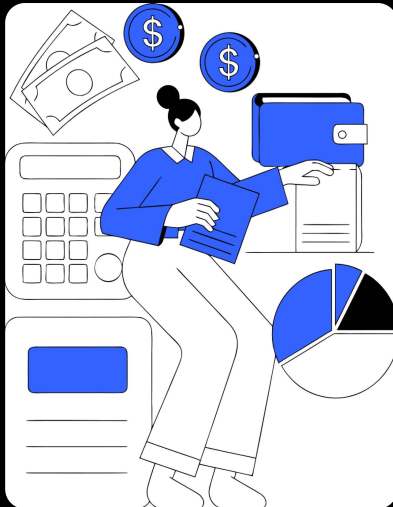


Aesthetics

Focus on natural, relatable aesthetics with real lighting, genuine environments, and candid moments to make each scene feel authentic and approachable rather than staged or overly polished.

Visual Examples

The images included in this brief represent the subject matter and style that customers want when searching for New Year's Resolution content. We encourage you to use these examples as references while creating content that is also sincere to your 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.

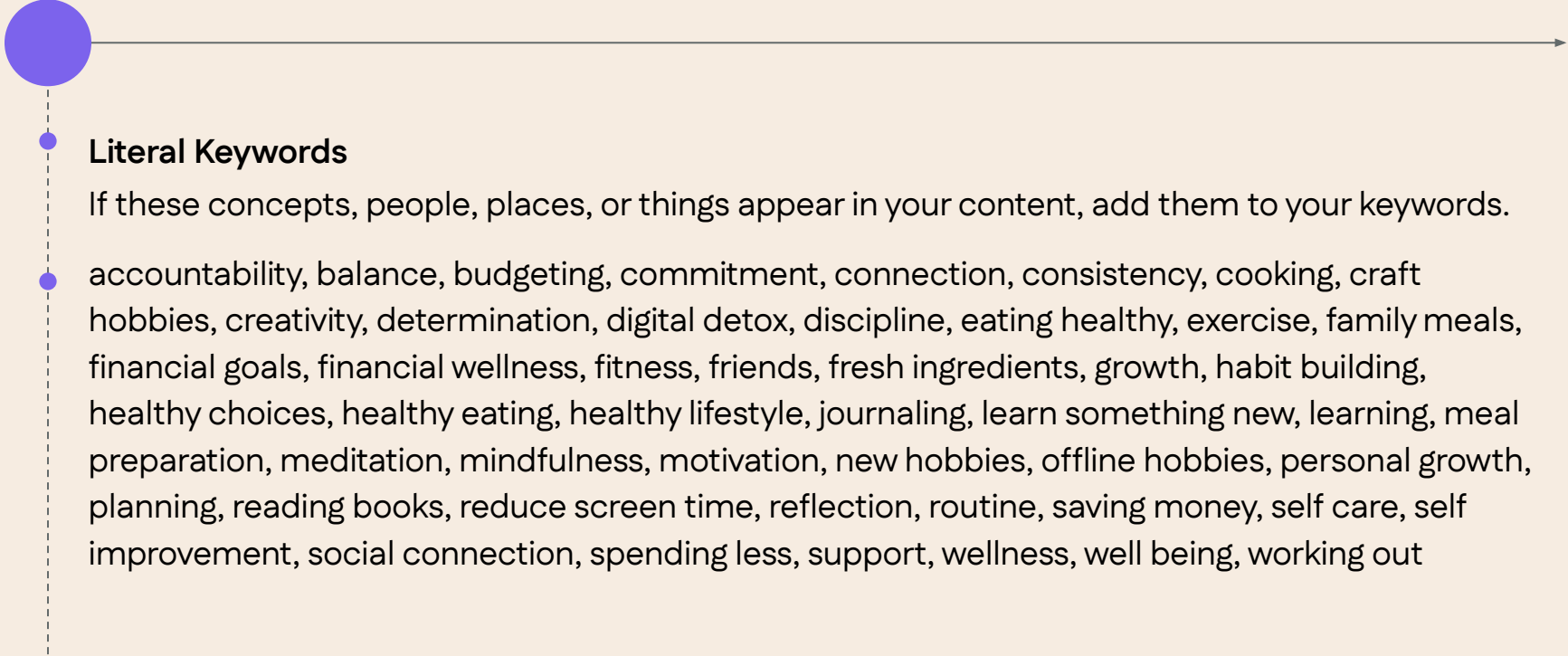
Metadata

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

Top sstkWellness Keywords



Literal Keywords

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

accountability, balance, budgeting, commitment, connection, consistency, cooking, craft hobbies, creativity, determination, digital detox, discipline, eating healthy, exercise, family meals, financial goals, financial wellness, fitness, friends, fresh ingredients, growth, habit building, healthy choices, healthy eating, healthy lifestyle, journaling, learn something new, learning, meal preparation, meditation, mindfulness, motivation, new hobbies, offline hobbies, personal growth, planning, reading books, reduce screen time, reflection, routine, saving money, self care, self improvement, social connection, spending less, support, wellness, well being, working out



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Thanks!

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

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