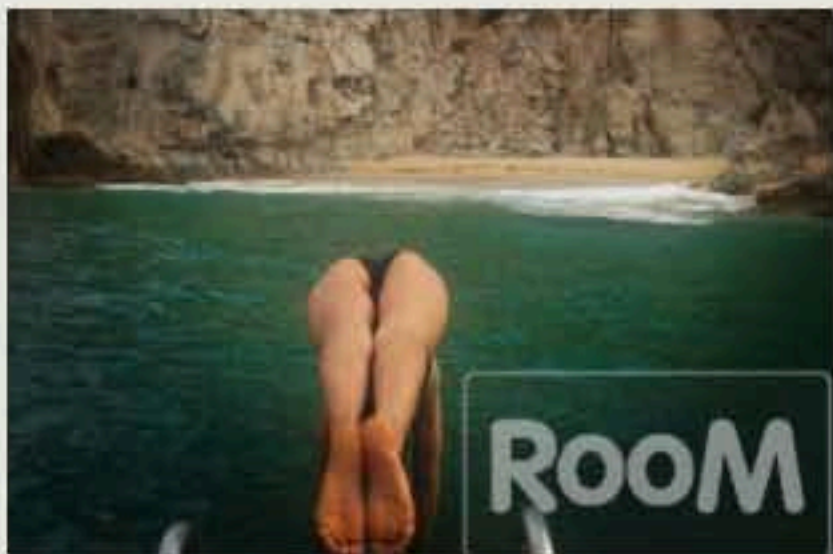


Profiled image and member selected 10th August 2014

Hot Brief keywords: **Hot Exercise**

Happy healthy lifestyles are something we all aspire to and clients seek exercise images because they convey an array of ideas from reaching the peak of physical perfection to simply getting the most out of life. Exercise encompasses a positive attitude through concepts like: achievement, aspirations, drive, endurance, goals, success, technology and vitality.



member: shelbyduncan



member: robbreece



member: SusanHarris



member: Alfie

Cycling, swimming, running and yoga are great subjects, but also think about how exercise takes us on a personal journey to self-improvement. Apple's 'Go You Chicken Fat, Go' iPhone ad encapsulates great visual ideas like:

1. Working out as a focused solitary activity
2. Driving for and achieving personal goals through fitness
3. Using a smart phone to monitor distance and time, heart rate, checking weight and even video the action
4. Developing friendships and relationships through shared exercise and competition
5. Spur of the moment exercise – at home, at work, it doesn't all have to be in a park

Exercise imagery needs diversity, featuring people of all body shapes, all ages and not limited to the able bodied. The 2012 Para-Olympics profiled how new technology has allowed disabilities to no longer hold back everyday people from living an active lifestyle.

Please be sure to get shots that are about people engaging in exercise, action shots, preparation shots and not looking to camera – we don't want disconnected portraits.

#### Hot Needs:

- People aged 50+ enjoying an active outdoor lifestyle
- Working out alone - setting personal goals, striving for better
- Using mobile technology to advance fitness. **Tech must be generic and not branded.**
- Outdoor Exercise with a local setting both urban and rural
- Outdoor sports – from soccer in the backyard to beach volleyball
- Working out with a personal trainer
- Exercise groups – instructors, classes, friends and families. Working out in small teams.
- Training – from dietary needs, stretching, preparation
- Authentic emotions and expressions from exercise
- Exercise At Home – using interactive exercise games. All ages!

Hot Brief Keywords. All of our Hot Briefs contain special keywords, as shown above. We include these so that we can keep track of the content, highlight it and fast track it to sales.

Include the appropriate keywords on any new file you create after receiving the Hot Brief. Do not add them to images that do not fit the Brief.

#### PLEASE NOTE

It is important to remember that posting images to any particular Hot Brief is required way beyond first month, so don't stop uploading after then, as clients will still be buying this type of content for many months following, if not longer.