

Profiled image and member selected 4th September 2014

Hot Brief keywords: **Hot Hobbies**

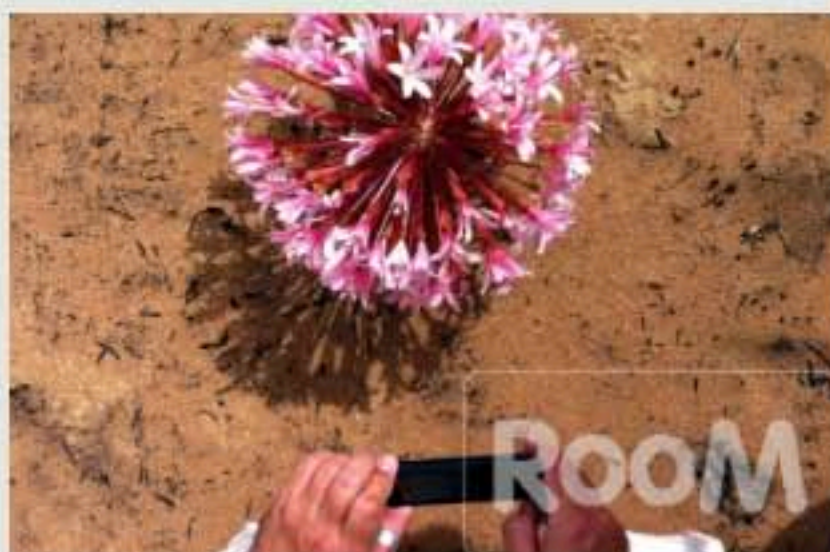
In our increasingly busy lives, it is easy to forget the importance of making time for oneself, and the benefits of sharing leisure interests and hobbies with friends and loved ones. The best stock photography will depict people engaging in a hobby or leisure activity in a positive, authentic way. Whether it is baking, traditional arts and crafts, playing a musical instrument, walking, sailing, fishing, to extreme outdoor pursuits, the people depicted in images must look happy and enthusiastic. This will engage stock clients, and ultimately lead to sales. Hot concepts include: skill, learning, dedication, care, tradition, technology, discovery, adventure, precision, togetherness, vitality and creativity.



member: meaghanbrowning



member: jennifertunberg



member: kosje



member: emmaduckworth

Don't forget to show how everyday modern tech such as smartphones can assist us in the pursuit of traditional leisure activities. Apple's iPhone 5S "Parenthood" ad features families using apps to connect with each other through hobbies and interests.

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

Hot Needs:

- Crafting hobbies: knitting, sewing, baking, DIY, up-cycling, even beer making...
- Active outdoor pursuits: families and all ages, but in particular the over 50s
- Outdoors and nature. For example: gardening to bird spotting
- Using smartphones as an aid to pursue a physical hobby or interest. For example: finding a recipe, map reading to capturing special moments with the camera or video
- Sports and fitness as a hobby
- Unusual hobbies and hobbyists: individuals and groups
- Culturally relevant leisure activities: images should have a strong local feel and evoke a sense of a culture or region
- Arts and Culture. From creating something at home to visiting a museum.

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.