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sstkVertical: Travel

A Shutterstock Content Brief





Overview

The rise of vertical video

Smartphones are now one of the primary ways people view content, making vertical video essential for the modern audience. As mobile viewing continues to grow, model-released travel content has become a key focus for customers on Shutterstock. From everyday journeys, to family trips, to thrilling adventures, vertical travel videos are increasingly in demand across social media and mobile marketing campaigns.

This content brief provides topic suggestions and technical guidance for contributors looking to create vertical travel videos that resonate with today's mobile-first audience.

Make sure to use the keyword **sstkVertical** when submitting content to this brief!



Scenarios

Vertical adventures with friends and family

Diverse Groups of Friends Exploring a City: Groups of friends of various backgrounds enjoying activities like sightseeing, dining, or exploring local attractions in both urban and rural settings.

Local Cultural Experiences: Travelers immersing themselves in local traditions, food markets, festivals, or participating in hands-on experiences like cooking classes or artisan workshops.

Multi-Generational Family Trips: Older adults, parents, and children traveling together, sharing special moments like visiting museums, historical sites, or experiencing local culture.

Activities and Adventures: Diverse groups going camping and engaging in outdoor activities.

- Based on Shutterstock's search data, we recommend the following activities: surfing, skiing, jet skiing, sailing, scuba diving, rock climbing, kayaking, and mountain biking.



Scenarios

Vertical travel, planning, and experiences

Trip Planning & Itineraries: Show people researching destinations, selecting locations, booking tickets, and using apps or tech to organize their travel.

Transportation Moments: Capture travelers using various modes of transport like trains, buses, cars, and ferries. Include clips of entering, exiting, and purchasing tickets.

Budget Travel and Local Transport: Travelers using local transportation in a variety of settings, capturing authentic moments of navigating public transport in cities or towns.

Road Trips & Gear: Feature families or friends loading up the car, hitting the road with luggage, and unpacking outdoor gear like tents, bikes, skis, or snowboards.



Scenarios

Vertical travel experiences and shared moments

Romantic Trips: Customers are increasingly searching for content showcasing romantic getaways, particularly those that capture intimate, shared moments.

Wellness and Relaxation: Show travelers enjoying spa experiences, yoga retreats, or quiet moments in nature, emphasizing rejuvenation, self-care, and peaceful escapes.

Group Dining and Sharing Meals: Groups or families enjoying local cuisine, eating together in authentic restaurants, street food markets, or while picnicking outdoors.

Travel Experiences: Highlight tourists engaging with local culture, exploring famous attractions in unique ways, visiting museums, or relaxing by the pool or beach.

Models and Styling



Models & Casting

Diverse casting is vital for authenticity in travel content. Black travelers, in particular, are underrepresented in this category. Additionally, more content featuring seniors traveling is needed.



Framing & Composition

Because this content is captured vertically, pay careful attention to composition and framing to make each shot feel natural and engaging. Keep key subjects centered and visible, and use movement or layering to add depth and visual interest.



Styling & Aesthetics

Use everyday wardrobe with personal flair to keep visuals authentic and relatable. Aim for a user-generated content (UGC) aesthetic, an authentic and unscripted look that feels personal and spontaneous.

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 **sstkVertical** when submitting content for this request!

Top sstkVertical: Travel keywords

Geo Specific Locations

Based on Shutterstock's data, here are the top 30 locations based on what customers are actively searching for.

Abu Dhabi, Australia, Bali, Canada, Dubai, Egypt, Greece, Istanbul, Italy, Japan, Kerala, Kuwait, London, Malaysia, Maldives, Mexico, Miami, Morocco, Mumbai, New York, Oman, Paris, Peru, Qatar, Riyadh, Singapore, Thailand, UAE, Vietnam

Conceptual Keywords

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

Adventure, Airplane, Backpacking, Beach, Bus, Camping, Car, Cruise ship, Hiking, Hotel, Hot air balloon, Itinerary, Luggage, Nature, Passport, Photography, Relaxation, Resort, Road trip, Safari, Sightseeing, Snorkeling, Sunrise, Sunset, Swimming, Train, Travel buddies, Travel essentials, Travel gear, Travel planning



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Thanks!

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

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