

shutterstock®

sstkWellness

A Shutterstock Content Contest!

2025





Overview

Unleash Your Creativity & Win **\$500!**

Diverse fitness and wellness content is one of the most in-demand content themes on Shutterstock, ranking among the top five most searched topics.

We are inviting you to submit your best health and wellness content for a chance to win a cash prize! Only commercial content uploaded after April 3, 2025, is eligible. Five winners will each take home **\$500!**

To enter, upload content that aligns closely with the following brief (read it thoroughly) and include the keyword **sstkWellness** to automatically be entered in the contest. Be sure to read the full contest details on page 8.

Show us your creative vision and let's make fitness and wellness more inclusive!



Scenarios

Customers are increasingly seeking fitness and wellness content that showcases a diverse range of races and ethnicities, with a rising demand for representation of Black, Southeast Asian, Japanese, and Hispanic models.

Boxing & Fitness: Feature diverse models boxing to build strength, endurance, and coordination. Include shots of them wrapping their hands and putting on gloves

Bodybuilder & Fitness: Strength training routines in the gym, focusing on muscle-building exercises with dumbbells, free weights, and kettlebells.

Personal Training & Workouts: A personal trainer guiding a client through a customized workout, incorporating a mix of strength training, flexibility exercises, and cardio.



Scenarios

Jogging & Running: Feature diverse models running, either on a track or on a treadmill.

Pilates & Movement: Content showcasing the benefits of Pilates for strength, flexibility, and posture, with a focus on movement, rehabilitation, and modern training techniques.

Mindfulness, Meditation & Stretching: Show mindfulness practices like meditation alongside physical activities such as yoga and stretching.

Holistic Health & Mental Well-Being: Highlight breathwork, sound healing, and alternative therapies in holistic health and mental well-being.



Scenarios

Balanced Nutrition: Content highlighting the importance of well-balanced, nutritious meals and personalized dietary approaches for overall health and wellness.

Biohacking and Wearable Tech: Feature individuals using smartwatches, fitness apps, and AI-powered health tools.

Virtual Wellness: Online fitness classes, telehealth, and digital wellness coaching.

Work-Life Balance: Authentic depictions of stress management and self-care in the workplace.



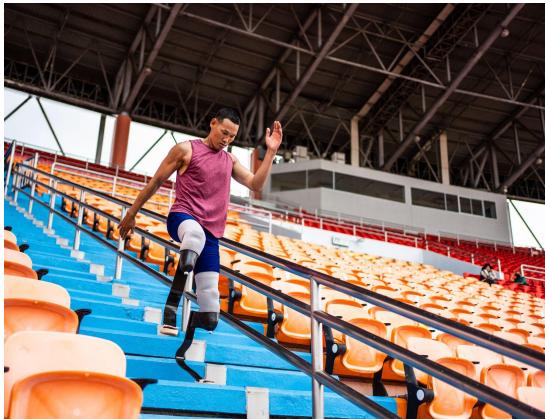
Visual Examples

The images in this brief illustrate the subject matter and style that customers prefer when looking for **sstkWellness** content.

For additional examples, please explore [this collection](#).

We invite you to use these as references while producing content that reflects your unique style and perspective.

Models and Styling



Casting

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



Styling

The wardrobe should be genuine, contemporary, and inclusive, showcasing a variety of personal styles.



Aesthetics

Embrace the sweat! The content should feel natural and candid, capturing authentic moments with a documentary-style approach.



Contest Info

All commercial-use content submitted after April 3rd, 2025, and tagged with the **sstkWellness** keyword will be automatically entered!

A panel of judges will evaluate your content based on quality and originality. Make sure to read the full contest [rules](#). Let your creativity shine and capture those unique moments for a chance to win!

Contest Requirements

Your submission must include the keyword **sstkWellness**. Only new content submitted between April 3rd, 2025, and May 1st, 2025, will be considered for the contest.

In order to be eligible, the content must be for commercial use only. Therefore, please remember to include a valid model release. The content must be free of visible trademarks, intellectual property, and personally identifiable information.



Metadata & Legal Considerations

In addition to using the **sstkWellness** keyword, it is vital to be as descriptive as possible to ensure that customers can successfully find your content. For each asset, you can use up to 50 keywords and a 200-character description.

For fitness and wellness content, it's crucial to provide detailed location information in your metadata. This helps customers ensure that the content accurately reflects the cultural and aesthetic nuances specific to the area. Additionally, we recommend adding model demographic information such as race or ethnicity.

This brief is for commercial use content only. Therefore, please remember to include a valid model release. The content must be free of visible trademarks, intellectual property, and personally identifiable information.

Top Wellness Related Keywords

| Literal | Conceptual | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
|--|-------------------------|---------------------|-----------------|-------------------|-------------------|--------------|----------|------------|--------------|------------|--------------|---------|-------------------|--------|-------------|-------------|----------------|-------|--------|-------|--------------|------------|----------|-----------|----------|--------|-------------|-----------|------------|----------|---------------|----------------|------------------|-------------|------------|----------------|----------|--------|------------|-------|---------------|-----------------|----------------|------------|---------|----------|----------------|-------------|-------|----------|----------|------------------|---------------------|-----------|-------|------------|---------|---------|--------|-----------|---------|------------------|------|-------------|----------------|---------------|--------|------------|-------|----------|-----|------------------------|--|--------|----------|-------------|------------|--|-----------------|-------------------|--|--|--|-----------|--|--|
| <p>If these people, places, or things appear in your content, add them to your keywords.</p> <table> <tbody> <tr> <td>African-American</td> <td>Healthy lifestyle</td> <td>Squat</td> <td>Agility</td> <td>Mental Well-being</td> </tr> <tr> <td>Asian</td> <td>Hispanic</td> <td>Stretching</td> <td>Acceleration</td> <td>Motivation</td> </tr> <tr> <td>Black</td> <td>Jogging</td> <td>Strength Training</td> <td>Active</td> <td>Performance</td> </tr> <tr> <td>Bodybuilder</td> <td>Latin American</td> <td>Sweat</td> <td>Cardio</td> <td>Power</td> </tr> <tr> <td>Bodybuilding</td> <td>Kettlebell</td> <td>Sweating</td> <td>Challenge</td> <td>Recovery</td> </tr> <tr> <td>Boxing</td> <td>Man running</td> <td>Treadmill</td> <td>Commitment</td> <td>Strength</td> </tr> <tr> <td>Boxing gloves</td> <td>Middle Eastern</td> <td>Virtual Wellness</td> <td>Consistency</td> <td>Resilience</td> </tr> <tr> <td>Chinese</td> <td>Mobility</td> <td>Weight</td> <td>Dedication</td> <td>Speed</td> </tr> <tr> <td>Data Tracking</td> <td>Online exercise</td> <td>Weight lifting</td> <td>Discipline</td> <td>Stamina</td> </tr> <tr> <td>Dumbbell</td> <td>Online workout</td> <td>Weight loss</td> <td>Drive</td> <td>Strength</td> </tr> <tr> <td>Exercise</td> <td>Personal trainer</td> <td>Wearable Technology</td> <td>Endurance</td> <td>Sweat</td> </tr> <tr> <td>Exercising</td> <td>Pilates</td> <td>Workout</td> <td>Energy</td> <td>Technique</td> </tr> <tr> <td>Fitness</td> <td>Pilates reformer</td> <td>Yoga</td> <td>Flexibility</td> <td>Transformation</td> </tr> <tr> <td>Fitness woman</td> <td>Runner</td> <td>Yoga class</td> <td>Focus</td> <td>Vitality</td> </tr> <tr> <td>Gym</td> <td>Southeast Asian</td> <td></td> <td>Health</td> <td>Wellness</td> </tr> <tr> <td>Gym workout</td> <td>Stretching</td> <td></td> <td>Holistic Health</td> <td>Work Life Balance</td> </tr> <tr> <td></td> <td></td> <td></td> <td>Intensity</td> <td></td> </tr> </tbody> </table> | African-American | Healthy lifestyle | Squat | Agility | Mental Well-being | Asian | Hispanic | Stretching | Acceleration | Motivation | Black | Jogging | Strength Training | Active | Performance | Bodybuilder | Latin American | Sweat | Cardio | Power | Bodybuilding | Kettlebell | Sweating | Challenge | Recovery | Boxing | Man running | Treadmill | Commitment | Strength | Boxing gloves | Middle Eastern | Virtual Wellness | Consistency | Resilience | Chinese | Mobility | Weight | Dedication | Speed | Data Tracking | Online exercise | Weight lifting | Discipline | Stamina | Dumbbell | Online workout | Weight loss | Drive | Strength | Exercise | Personal trainer | Wearable Technology | Endurance | Sweat | Exercising | Pilates | Workout | Energy | Technique | Fitness | Pilates reformer | Yoga | Flexibility | Transformation | Fitness woman | Runner | Yoga class | Focus | Vitality | Gym | Southeast Asian | | Health | Wellness | Gym workout | Stretching | | Holistic Health | Work Life Balance | | | | Intensity | | <p>If these themes, feelings, or ideas are represented in your content, add them to your keywords.</p> |
| African-American | Healthy lifestyle | Squat | Agility | Mental Well-being | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Asian | Hispanic | Stretching | Acceleration | Motivation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Black | Jogging | Strength Training | Active | Performance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bodybuilder | Latin American | Sweat | Cardio | Power | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Bodybuilding | Kettlebell | Sweating | Challenge | Recovery | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Boxing | Man running | Treadmill | Commitment | Strength | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Boxing gloves | Middle Eastern | Virtual Wellness | Consistency | Resilience | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Chinese | Mobility | Weight | Dedication | Speed | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Data Tracking | Online exercise | Weight lifting | Discipline | Stamina | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Dumbbell | Online workout | Weight loss | Drive | Strength | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Exercise | Personal trainer | Wearable Technology | Endurance | Sweat | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Exercising | Pilates | Workout | Energy | Technique | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fitness | Pilates reformer | Yoga | Flexibility | Transformation | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Fitness woman | Runner | Yoga class | Focus | Vitality | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gym | Southeast Asian | | Health | Wellness | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| Gym workout | Stretching | | Holistic Health | Work Life Balance | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |
| | | | Intensity | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | | |

Recommended Specs

We recommend the following specs for your video submissions.

Frame Rate: 23.98p

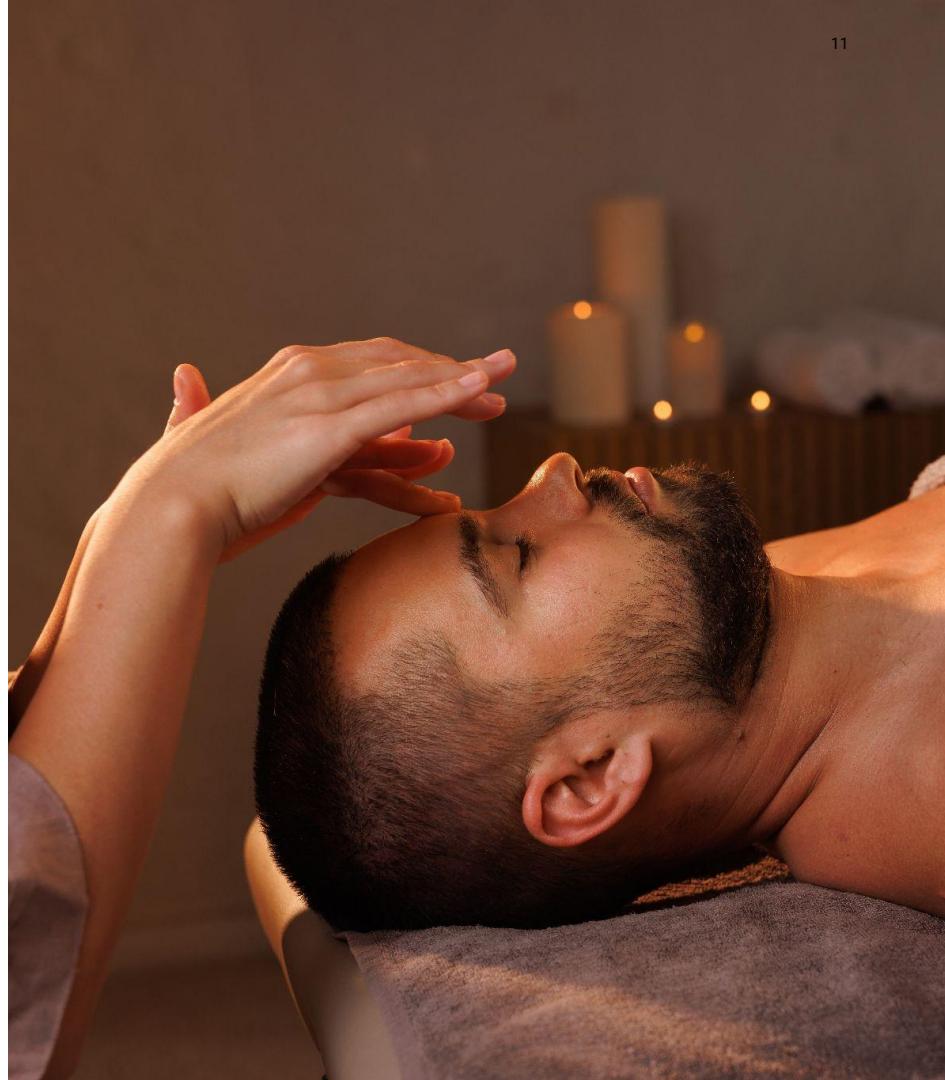
Resolution: **Horizontal**
(Cinema 4k) 4096x2160
(UHD) 3840x2160
(HD) 1920x1080

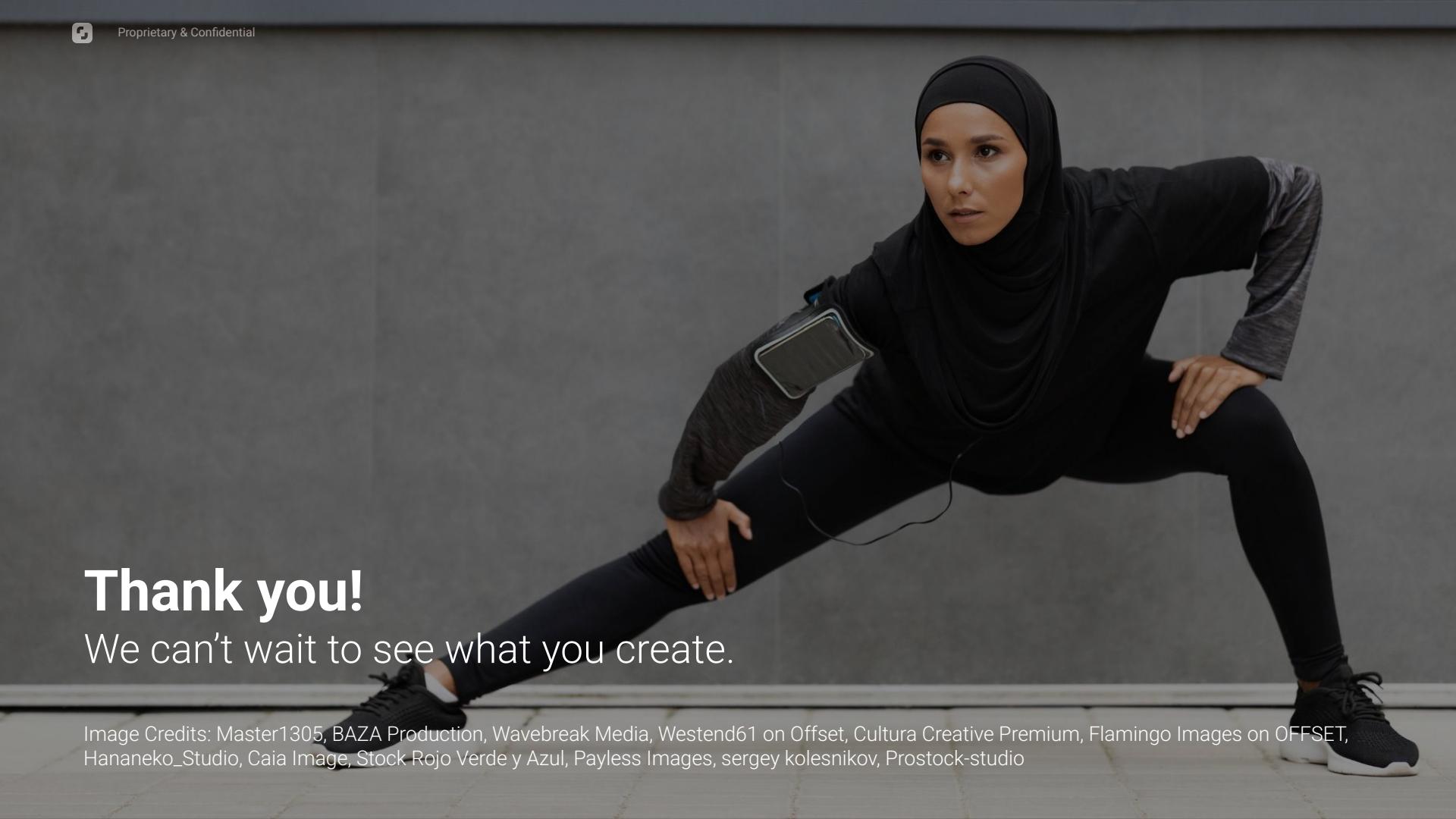
Vertical
HD - 1080x1920
4K - 2160x3840, 2160x4096, 2304x4096

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)





Thank you!
We can't wait to see what you create.

Image Credits: Master1305, BAZA Production, Wavebreak Media, Westend61 on Offset, Cultura Creative Premium, Flamingo Images on OFFSET, Hananeko_Studio, Caia Image, Stock Rojo Verde y Azul, Payless Images, sergey kolesnikov, Prostock-studio