

Commercial Auditioning

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What are CASTING DIRECTORS looking for?

- You being yourself in the scene you are placed
- A real person... not an actor who is pretending
- How well you understand the product / spot

BEFORE THE AUDITION:

KNOW THE PRODUCT!

Remember you are trying to **SELL** something

Why do people want or need this product?

How does it improve or enhance their lives?

Who so the target audience for this product?

Research prior campaigns for same product



EXPLORE THE COPY

People buy based on emotions

Find the emotional attachment in the spot

Find clues: a word or phrase or action

PERSONALIZE SMARTLY

Make all dialogue feel natural

Show them that you get it but **BE CAREFUL!**

Do **NOT** change the point

Do **NOT** change slogans, info, or punchlines

Do **NOT** add length:

Commercials work in **SECONDS** not minutes

IN THE AUDITION:

⇒ **SLATE** clearly and comfortably

⇒ Know you're eyeline

⇒ Know the **COPY** (never hold paper)

⇒ Know if improv is allowed

⇒ Cheat out (only one camera)

⇒ **BE HUMAN!**

** Call backs are all about redirects and chemistry