The Casting Process

OTHER AGENCY

THE CLIENT
Company who owns the product.

OTHER AGENCY TEAM

THE AGENCY PROD
Manages client needs and agency logistics.

THE DIRECTORS PROD
Manages agency relationship and production logistics..

OTHER DIRECTOR

THE AGENCY
Write the spot, hire the director.

Selects the Director

OTHER DIRECTOR

THE DIRECTOR
Guides production using creative vision.

FINAL APPROVAL ON BOOKINGS

CHOOSES CB'S AND LARGE SAY ON SELECTS

CHOOSES CALLBACKS AND LARGEST SAY ON SELECTS

Selects Casting Director

LOOK
Did you dress to suggest?
Do you look like the character?
Do you look like the other actors?

Confident
Prepared
Relaxed

CASTING

CALL BACKS
CB's of Director & Agency selects

SKILL SET
What's your range?
Can you take adjustments?
Can you improvise within the concept of the script?

PRESENCE
Are you easy to work with?
Are you relaxed and at ease?
Are you playful and positive?

Selects pool of talent from agent submissions

BOOKING ACTORS

FIRST CALL

THE AGENT
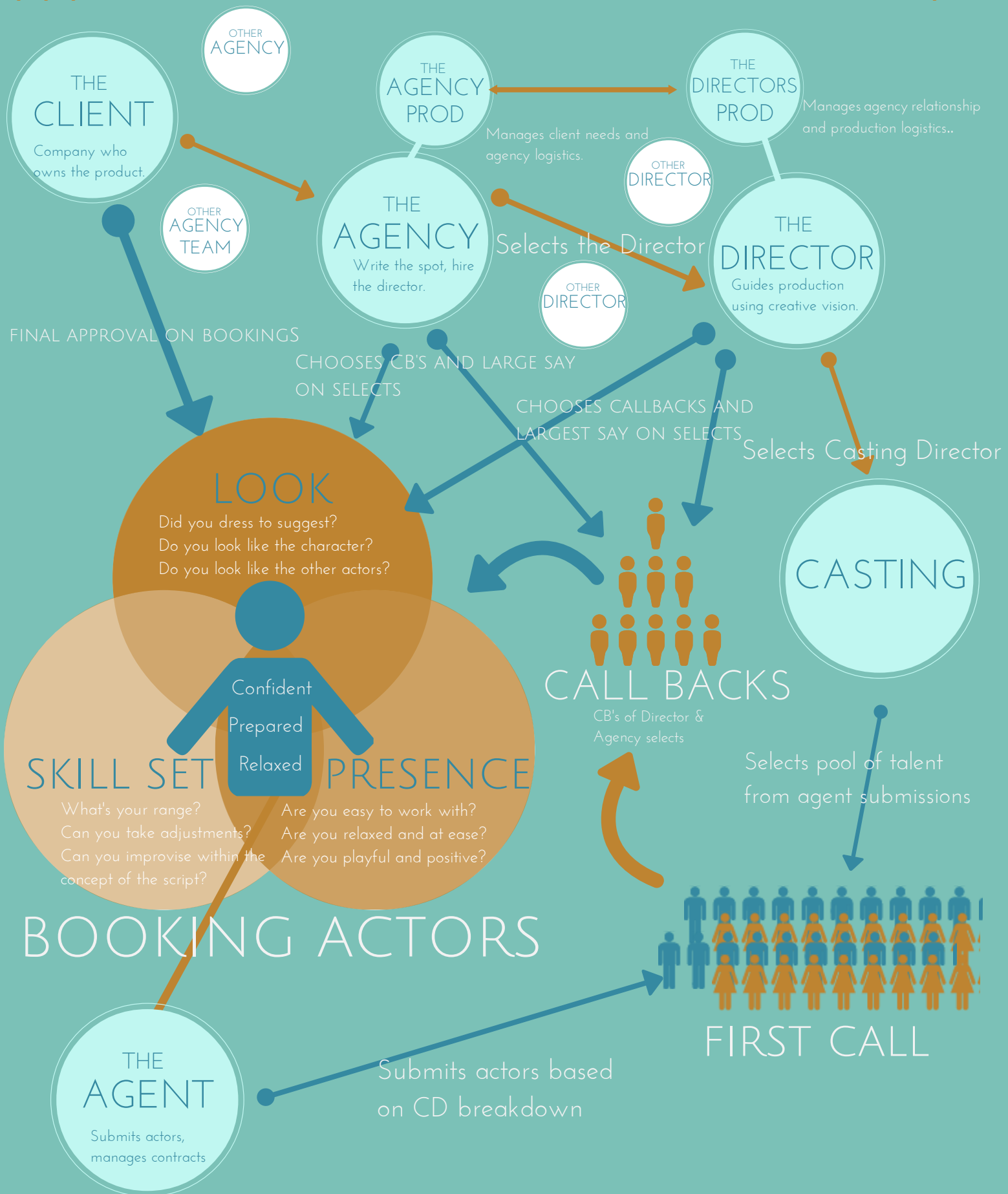Submits actors, manages contracts

Submits actors based on CD breakdown

COMMERCIAL CASTING

LOOK

Do you look like the character?
Did you dress to suggest?
Do you look like the other actors?

SKILL SET

What's your range?
Can you take adjustments?
Can you improvise within the concept of the script?

Confident
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PRESENCE

Are you easy to work with?
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BOOKING ACTORS