Arielle Negrin (Atlas) 3.8.24

Actor	Notes	Interpretation	Performance	
Astrid_WS_Secret.mp3	Take 1 is closer than take 2, but both reads are currently not feeling as organic, natural, and conversational as they should feel. They're sounding a little stiff and staccato. You want it to sound like you're talking to your friend about armits, while still maintaining that nice tone in your voice. Naturally you have a nice tonal quality to your voice, so that part is covered, but you want the read to flow a little bit better and feel more organic. I would try this read with someone sitting in front of you and pretend you're talking to them about armpits (as funny as that sounds). It may help you get out of your head a little bit more and loosen up the read a bit, which in theory should make it sound a bit more natural!	Good	Good	
Aimee_Gironimi_Chipotle.mp3	First take was closer than the second take. Second take was too snarky and a little too acted out. Chipotle does like snarky, sassy, quirky reads, but you want to choose where to be snarky and where to give it a little bit more of a standard read. Those lines for "real" should be less snarky than the ones for "not real," and the "not real" lines need to have some sass but you don't want to make them too charactery or overacted. Currently their sounding over acted. They should sound a little bit more naturally or organically snarky. Both reads were rushed, so I would also slow down a little bit.	Good	Needs Improvement	
Aleczander_MacEwan_Statefarm30.mp3	The first take was very good, and was about 97% of the way there. The line "feels just right" felt a litle flat and I would be careful of your breath sounds. Othwerwise the read was spot on! Very natural and conversational, while still maintaining a warm and approachable feel. The second take was a bit too casual. I think it's fine for a second take, since it varies from the first take just enough. Third take was smart by sort of combining the vibes of the first take and the second take (warm but a little too casual). I think take 1 is ultimately where you want to land, but I think how you ordered the takes was smart and made a lot of sense. Again, take 1 was a great read and it was 97% of the way there, just make those 2 small adjustments.	Great	Great	

Actor	Notes	Interpretation	Performance	
Andre_Ricarte_Chipotle.mp3	The first take was a little too flat and stiff. You want the read to sound natural but also add a little bit of snark. The lines for "real" should sound conversational and natural while still maintaining some sense of warmth, but the lines for "not real" should sound sassy and borderline snarky, but you don't want them to sound too flat or deadpan, which is how it's coming across in your reads. You want to loosen up the read all around and make it a bit more conversational and natural sounding. Take 2 was way closer than take 1. Not quite there yet, but definitely closer to where the read needs to be.	Good	Good	
Ben_Chang_Audi.mp3	The read overall needs to be sped up. Currently the read is feeling too monotone and it's not jeeping the listener interested in what you have to say. The first half of the read should be much more conversational and organic/natural sounding. Pretend you're talking to a friend. It sounds like you're thinking too much about what a car commercial is supposed to sound like, and less about how YOU would read the copy. You waqnt to avoid trying to emulate a commercial read, and instead read it in a way that feels good and natural to you. This currently doesn't feel like your read, it feels like you're focusing too much on what you think the read is supposed to sound like. Also, luxury car commercials should have a suave coolness to them, and while I heear that you're trying to get there, it's feeling to stiff and forced. Loosen that read up, and speed it up!	Needs Improvement	Needs Improvement	
Ben_Collisson_Chipotle.mp3	The first take overall needs to be sped up, since it's dragging a bit. Second take is faster which is closer to the speed it should be, but your pauses are a little awkward...some of them are too long and some of them are too short. The timing of your third take is where it nees to be. Overall, but especially takes 1 and 2, are also sounding a bit performative, and at times announcery and slightly over the top. I would think less about what you think a commercial should sound like, and instead give it YOUR interpretation. The read should feel a bit more natural and organic. The "real" lines are closer than the not read lines, but they need to be faster, less announcery, and a bit more organic. The "not real" lines should feel sassy and borderline snarky, but friendly, with a wink. Like your poking fun at your friend, but with love! It currently sounds like you're trying to emulate what a commercial voice should soiund like, instead of doing what feels natural. It shouldn't feel like you're acting or putting on a performance. Take 3 is honestly the closest, and is much better than takes 1 and 2, and soundasa lot more natural and organic, which is how the read should feel, but still sounds a bit too stiff. Feel free to have a bit more fun with those "not real" lines, and loosen up. If you loosen uo those reads and get our of your head, naturally the read will feel lighter and less like you're acting.	Needs Improvement	Needs Improvement	

Arielle Negrin (Atlas) 3.8.24

Actor	Notes	Interpretation	Performance	
Brian_Buffett_Audi.mp3	The first half of the read should feel casual and conversational but the tone should shift to a suaver, smoother read as you start to talk about the car. It felt like you did the opposite, where you started out smoother and suaver and went into a more conversational read as you discussed the car. Luxury car commercials want to feel smooth, suave, silky, almost sexy, so you want the read to naturally feel a little bit smoother and less casual and conversational. You don't want to sound too suave and go into a register that sounds unnatural and like you're acting or trying too hard, but soften up that read a bit in the second half. The first half should read organically conversational and natural. Some of your inflections were a bit off you inflected up when it should hae been down, and vice versa. If you pretend you're having an actual conversation with someone and listen to what your vaoice naturally does, and think less about what you THINK the commercial is supposed to sound like, you'll end up with a more organic sound, and a read that feels like YOU, insted of just any commercial VO. Also, I would speed the read up a bit...it's dragging a little bit.	Needs Improvement	Needs Improvement	
Brock_Jones_StateFarm.mp3	The read was VERY close but you made some pauses and inflections that felt a bit off. Same with taske 2. Take 1 was closer than take 2, and honestly take 2 was fine, since it varies from take 2, but take 1 had some places where you paused for a hair too long or you inflected where it didn't really feel organic. The read was very close, and it was solid, but I would pretend you're actually having a conversation with someone, and listen back to how it organically would sound, where you would pause, where you would inflect up, down, which words you emphasized, etc. It will help make the read sound more natural. It was about 95% of the way there, so nice job, just make some minor tweaks.	Great	Good	
Chad_Greene_StateFarm.mp3	Take 1 isn't bad, but it feels like you're acting, which means it doesn't quite sound organic or natural. I would dial that back. Honestly take 2 is exactly where you want to be in terms of conversational and casualness but feels a teeny bit stiff. The read is very close, and I'd say you're 90% of the way there, I would just loosen up the read a tiny bit, and give it a bit more emotion (warmth and approachability), and I think it will land exactly where you need it to!	Good	Good	

Arielle Negrin (Atlas) 3.8.24

Actor	Notes	Interpretation	Performance	
Cheska_Aguiluz_Secret TV.mp3	I would speed up the part where you're listing the different types of pits. You're currently elongating the words too much and it feels like you're performing/acting. The reads are a solid start, but you want them to feel less acted, and more like you're talking to your friend (organically) about armpits and deodorant. A spot like this one should feel very casual and friendly, but shouldn't feel performed at all, so I would dial it back on the performance aspect, and speed it up a hair, since it will allow you to sit in the words a little less. As an exercise, I would try having someone stand or sit in front of you while you read it, so you can almsot talk to them instead of thinking about the fact that you're reading a commercial spot. Think less about the fact that it's a commercial and what a commercial should sound like, and go with what feels natural and organic (which is what you do when you have a conversation with someone). The read, in theory, should land right where we want it to!	Good	Needs Improvement	
Christine_Cullingworth_StateFarm.mp3	The reads are currently feelinga tiny bit over acted. These takes are a solid start, but I would honestly dial your read back a tiny bit. The speed that you read was great, and the reads were close, but not quite there. They should feel a bit more casual and conversational. You have just the right amount of warmth in your voice, and tonally, you have a great sound, so I would worry less about what you're sounding like, and read it in the way that it feels natural to you. If you were having a conversation with someone you would be thinking less about how your saying it and be thinking more about what you're saying. Same sort of think here. Think less about how the words are coming out of your mouth, and more about what words are coming out of your mouth. Put yourself in the shoes of someone talking to someone else about insurance. You want it to sound natural, organic, conversational. If you were selling insurance you wouldn't be worried about where you're inflecting, how much power you're giving your read, etc. You would just do what feels natural (which is what you want to do here).	Good	Good	
Claire_Forbes_Audi.mp3	When you say "summer" in both takes, you're hanging onto your r for a little bit too long. Also, the line about chemical peels should feel casual and a little sassy, but it's feeling a little bit too performative. You want the read to sound casual and conversational in the first half, which you currently do, but when you start to talk about the car, you want the read to feel more cooler, suaver, smoother, silkier. It should feel less casual. That's not to say it should sound performative or like you're acting, you still want it to feel natural, and you don't want the shift in your tone to feel too drastic, but in take 1 you're switching tones too late in the script, and in both takes it's feeling like you're putting on a voice. You want to switch into a tone that is smooth and almost sexy, since it's luxury cars, and that's how it should feel, but you don't want to go too heavy into that tone where it feels like you flipped a seitch and put on a voice. You don't want it to sound like you're acting or playing a role. The second take feels a little bit too casual all around, and the second half of the read has this "cool surfer dude" vibe, which is not what you want. You want it to sound elevated,smooth, suave, and less like you're a cool surfer bro just hanging out.	Needs Improvement	Needs Improvement	

Actor	Notes	Interpretation	Performance	
Craig_Williams_Audi.mp3	The read feels off, and I think it's because you're pausing at weird times and pausing for a hair too long. The first half of the read should be casual and conversational, which you're doing, but it's feeling a little bit staccato and not really organic. When you start talking about the car, you want to sound smooth, suave, luxurious, since it's a luxurious car, and you do make that switch, but I think the pauses are breaking up the read too much and not allowing the read to flow, and so the read simply doesn't land. If you were to naturally speak this copy to someone, you wouldn't pause as much as you're pausing here. You want the pauses to happen in places where they feel natural, because if they're not happening in those places, then the read overall doesn't sound organic. You have a good foundation and tonally it's where it should be, but the actual read itself sounds disjointed.	Good	Needs Improvement	
Dana_Green_Will Trent Promo.mp3	The read is feeling a little bit too staccato and robotic. You're hitting the beats and emphasizing and inflecting where you need to, and your takes are nice since they each vary slightly while still hitting the beats you need to hit, but the reads are overall feeling a bit too stiff and a bit too flat. For a spot like this, you want to add a little bit more of a wink on the word "really" and you can give the read a bit more attitude and emotion. A promo should cut through, but you don't want it to sound robotic; there should still be some emotion behind the read. Overall you have a solid foundation here though!	Good	Good	
Debra_Lazzarini-StateFarm.mp3	The read is currently feeling a little too performative and like you're acting. The read should feel like you're having a conversation and telling your friend about state farm's personal price plan. It currently sounds like you're selling a product, and while yes, in theory, you are, you still want the read to sound natural and organic. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product and voicing a commercial, and instead put yourself in the shoes of someone who would naturally be saying this. I would say take 3 is the closest, since it feels the most natural and least performed.	Good	Good	
Demetris_Bobo_State Farm.mp3	All three takes are currently feeling a little too performative and like you're acting. Take 1 and take 3 feel very staccato and like you're pausing in places you wouldn't normally pause, if you were organically spoeaking to someone. If you were organically speaking to someone about insurance, you wouldn't be making as many pauses as you're currently making, so making too many pauses makes the read feel disjointed and unnatural. The reads should feel like you're having a conversation and telling your friend about state farm's personal price plan. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product or voicing a commercial, and instead put yourself in the shoes of someone who would naturally be saying this. I would try having someone sit or stand in front of you, and pretend you're having a conversation with them. It will help make the read feel a bit more organic, and will hopefully show you where the pauses should naturally go.	Good	Needs Improvement	

Actor	Notes	Interpretation	Performance	
Elizabeth_Ryan_DietPepsi.mp3	The reads are currently feeling a little too performative and like you're acting. The read should feel like you're having a conversation and telling your friend about diet pepsi and how they have time to drink one. It currently sounds like you're trying too hard to play the role and like you're thinking too much about the fact that you're voicing a commercial and selling a product. And while yes, in theory, you are, you still want the read to sound natural and organic. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product and voicing a commercial, and instead put yourself in the shoes of someone who would naturally be saying this. I would say take 3 is the closest, since it feels the most natural and least performed.	Needs Improvement	Needs Improvement	
Femmie_London_Secret.mp3	Take 1 is currently feeling a little bit forced and you're emphasizing and pausing in places you wouldn't naturally emphasize snd pause, if you were to organically be speaking to someone about arm pits and deodorant. Take 2 is closer, and take 3 is also closer, but neither of the reads are landing quite right, and something feels off. You want to pretend your talking to someone about armpits and deodorant. Think less about the fact that you're performing a commercial, and go with what nartually and organic comes out of your mouth. Try having someone sit or stand in front of you, and quite literally tell them about armpits, and notice where you pause and which words you emphasixe, where you inflect up, down, etc. That's how the read should sound when you record it.	Good	Needs Improvement	
Gabe_Gentile_Chipotle.mp3	Take 1...the read starts off REALLY strong, but then becomes a little bit too character and performative. The "real" lines shouldn't be as snarky or sassy or charactery, and should be more casual and natural. The "not real" lines should be a little sassy and can have a little bit more snark and emotion, to offset the "real" lines. The end tag is very solid. Casual, organic, and warm. Take 2 is way over acted. It feels way too charactery and almost like you're talking AT me instead of talking TO me. Definitely dial back. Take 3 was honestly an interesting take, and I think if you wanted to give certain lines in the script 9like the big foot line) that deadpan throw away read, it could work really well, if you deliever it right, but it doesn't work for the whole read to be deadpan. In terms of deadpan reads though, which a lot of people have trouble nailing, you definitely have that down tonally and delivery wise, it just doesn't work for the entire spot. You have some nuggest of really solid stuff here, now you just have to put it all together!	Good	Good	

Actor	Notes	Interpretation	Performance	
Genevieve_Baer_Chipotle.mp3	Take 1, the "real" lines should feel a bit more casual and more natural, while still maintaining that warmth. They're close, but I would dial back a little bit. The "not real" lines are pretty solid. The tag line is also a little bit over the top, so I would pull back on that. Take 2 you kind of go in the opposite direction. The spot feels a little bit rushed and a little too stacatto and hard hitting. You want there to be a bit more emotion in the read overall. Overall you have some good stuff mixed in here, and I think you have the potential to really nail this read. Don't be afraid to have fun with the "not real" lines...just remember though it's a commercial and not a cartoon so you don't want to go too over the top, and then with the "real" lines you want them to feel natural and organic, but still have some emotion behind them.	Good	Good	
Gina_Ferraro_Pioneer.mp3	The read is a little bit too snarky and deadpan...I would give it a tiny bit more emotion. Take 2 you give it a tiny bit more but I would give it even more than that. It shouldn't feel that deadpan. Take 3 you give more emotion but it still comes off as very nonchalant. The read should sound casual and conversational but that doesn't mean lacking emotion of caring. You're currently swinging too heavily in the direction of the throwaway read.	Needs Improvement	Needs Improvement	
Greg_Beastrom_VO-Audi.mp3	Take 1 is honestly a solid start. I would say you kind of do the upsie downsies a little bit too much. Basically it means that you're voice is inflecting up and down and up and down and the read feels a little bit too up and down. Take 2 I actually think is closer, but I would make the read feel a little less corporate, and a little more cool, suave, elevated, luxurious, etc. The read is a solid start but they're feeling a little bit too standard commercial read, and you want them to feel a little bit more elevated, a little bit more cool, smooth, silky, etc. The first half of the read should be conversational, which I think you achieve, and then you make a nice transition once you start talking about the car, I would just lean into that smooth cool guy read a tiny bit more.	Good	Good	
Heather_Foster_Will Trent.mp3	The cadence in takes 1 and 3 are a bit off, but I think you're closer with take 2. With promos, you want the tag line to feel like and crisp, and yours are close, but I think you can tighten those up a tiny bit. And then, with such short copy like this, you want to find the subtle nuances, the wink in the script, where you can have a little bit of fun and set yourself apart from the pack. The wink here should be in the line "really gets on your case" and the word "really" should be emphasized. You do that a little bit in take 2, but I would lean into that more!	Needs Improvement	Needs Improvement	

Actor	Notes	Interpretation	Performance	
Jen_Tophoney_Taco Bell.mp3	Take 1...The cadence of the first half feels a little off. You took pauses for a little bit too long in places where it didn't feel organic. The second half of the read feels stronger, and like you fell into the read and into the pocket once you started talking about the taco bell menu. The second half was where you really found your groove...it felt natural and conversational and not like you were over acting or performing, and I think you want to capture that in the first half as well. The first half was close, but I think the pauses threw me off. You want to pause in places where you would normally pause if you were having an actual conversation in real life. Take 2...first half same thing with the awkward pauses. It also felt a little bit too frantic, overacted, and a little bit too deadpan as times. The second half also felt fragmented with the awkward pauses, and a little too over acted. I think take 1 would be a solid take 2, and then you want to really hone in on that first half and nail it, and put it together with the really solid second half, and then you have a killer take 1!	Good	Good	
Joe_Mick_ParamountPlus_FellowTravelers.mp3	You're not hitting the standard beats of a promo and your cadence is off. I know the direction calls for an old timey announcer, and your tone is close to where it needs to be, but there were moments where you fell out of it, so you want to make sure it's consistent throughout. Your cadence and rhythm was off so the read felt very fragmented, staccato, and disjointed. You want to make sure you're still hitting the beats of how a promo should sound, all the while giving it your own flare and take on it. You definitely gave it your own flare and spin on it, which I encourage, but with promos you don't want to venture too far out of the box, so that it doesn't cut through. Promos are a lot simpler than commercials or animation, so while yes, have a little fun with it, you want to make sure you're still hitting the typical beats of apromo. Tight tag lines, pausing in the right places, etc.	Needs Improvement	Needs Improvement	
Julia_Knippen_WillTrent.mp3	These aren't bad, but they're not quite there. With promos, you want the tag line to feel like and crisp, and yours are close, but I think you can tighten those up a tiny bit. And then, with such short copy like this, you want to find the subtle nuances, the wink in the script, where you can have a little bit of fun and set yourself apart from the pack. The wink here should be in the line "really gets on your case" and the word "really" should be emphasized. You do that a little bit in these takes, but I would lean into it more. Give it less of a smile and deadpan almost snarky read, and more of a wink, if that makes any sense. It should feel playful but not quite deadpan. These are a solid start!	Good	Good	

Arielle Negrin (Atlas) 3.8.24

Actor	Notes	Interpretation	Performance	
Keeshan_Giles_JackandCoke.mp3	Take 1...would dial back the energy a little bit. It's feel a little bit over the top. Honestly tonally it's where it should be, and your cadence and rhythm are where it should be, I would just dial back the energy a tiny bit. You're coming in at about a 9 and it should come in at about a 6-7. Take 2 and 3...you dialed back a little bit too much, so it came off as a little lackluster and lacking emotion. Your beats and cadence, where you're pausing, where you're inflecting, tonally, etc. is all spot on, it's just the energy level that needs to be adjusted. Takes 2 and 3 came in between a 3-5 energy level wise, and again we want it at about a 6-7. Just finding that happy medium, but overall, good insticts and solid start!	Great	Good	
Keith_Houston_Big City Greens Promo.mp3	Take 1 was really solid, and it was about 98% of the way there, but you want to hit that tag line harder and make it a little tighter, and not elongate or yell the tag line. Just dial back the excitement a touch. The tag loine, in theory, is the most important part of the spot because it's the what,the where, the when. Take 2 was a solid second take. Solid read, you hit all the beats and your promo rhythm was where it needed to be, and it varied from the first one just enough. All around nice job!	Great	Great	
Keith_OBrien_Chipotle.mp3	Take 1....a little bit rushed. I think if you slow the read down you'll sit in the read a bit more, and it may feel a little bit more natural. The tone is honestly not far off, and I think if you slowed it down it would actually sit where it's supposed to. Take 2 is not bad either, but still too fast. Some of the words have weird inflections...you inflect up when in facdt it would sound more natural for you to inflect down. Overall I think your interpretation is solid, it's just way too fast.	Good	Good	

Actor	Notes	Interpretation	Performance	
Kristen_Creager_Secret.mp3	Honestly these are really solid reads! I would give it a tiny bit more emotion in take 1. I think take 2 is a solid take 2, since it varies enough from take 1, and your tag line is quirky and different. You do a very nice job of making this feel very organically natural and conversational, which is hard to do in these reads, and I f3lt like you read it how YOU wanted to read it, and how YOU felt it should be read, instead of reading it how you felt like it SHOULD sound, which is a very important skill to gave. I think take 1 would be perfect if you just gave it a teeny bit more emotion, but overall, great reads.	Great	Great	
Kyle_Martin_IF.mp3	Take 1 is sounding a little bit robotic and staccato. There are too many small paiuses making the read feel disjointed. Take 2 is a little better, but it is still feeling very robotic. Tonally the read is where it should be, but the rhythm of the spot is all off because of the pauses. With promos, you want to be sure to maintain a certain rhythm. The tag line should be tight and crisp. Take 2 is a little closer because you sped it up and therefore sat in the pauses a little less,and take 3 same thing, but in general the entire spot should be faster, and there shouldn't be as many pauses. You're almost pausing after every word and it's breaking up the read too much. Spead up the read, and only pause in certain spots. Pay attention to how the spot is formatted, because usually the format in promos is important. Where one line endsa and another begins is usually a good indicator of a pause, commas and elipses are also good indicators.	Needs Improvement	Needs Improvement	
Lisa_Hammert_Diet Pepsi.mp3	The read is currently feeling a little too performative and like you're acting. The read should feel like you're having a conversation and telling your friend about sdiet pepsi. It currently sounds like you're selling a product, and while yes, in theory, you are, you still want the read to sound natural and organic. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product and voicing a commercial, and instead put yourself in the shoes of someone who would naturally be saying this. I would say take 3 is the closest, since it feels the most natural and least performed. Take 1 is a little bit slow, and take 2, because it's faster, sounds more organic, because you're not sitting in the words as long.	Needs Improvement	Needs Improvement	

Actor	Notes	Interpretation	Performance	
Lorna_Halverson_TacoBell.mp3	Take 1...Your cadence/rythm in the first half of the spot is a little off, and it feelds like you're inflecting in places that don't feel natural, and emphasizing parts of words that don't need to be emphasized. While yes, you are theoretically acting, it shouldn't sound like you're acting. It should sound like you're genuinely having a conversation with your friends about taco bell and about how you used to think good things didn't hapen after midnight, but you've since been proved wrong! It may help you to have someone sit in front of you while you read the spot, so you can actually talk to them. Then pay attention to where you're pausing, inflecting, emphasizing, etc. That's going to help you create the most organic read possible. It's a solid start. The second half of the spot feels a little bit more natural and organic. Take 2 feels a little too charactery and over acted.			
Maxfield_Lund_RaisingCanes.mp3	Take 1 is a GREAT read! Super solid, and right where it should be! Take 2 is fine because it differs from take 1 and gives it some variety, but it's a teeny bit too charactery and over acted. I think take 2 you can give it a bit more emotion and "dramatics" than take 1, but take 2 is currently at a 5, and I want you to pull back just a hair and bring it down to a four. All in all though, these are VERY solid reads. Organic, conversational, your rhythm and cadence was what is should be, bravo!	Great	Great	
Michael_Mishkin_Chipotle.mp3	Take 1...it's pretty solid, but I would give the "real" lines a little less acting, and make them a teen bit more straight forward. They're super close, but tighten them up just a hair. The "not real" lines are fun and where they shold be, but I think dial it back on the amount of improv. Some improv is great, but you don't want to go too over the top. Take 2 was too charactery. I didn't completely buy the voice that you put on. You had one improv line which was funny (the line about sending you an email), and again, I think some improv is great, you just don't want to go too over the top with the read or the improv, and I think this take just felt a little too charactery for the spot.	Good	Good	

Actor	Notes	Interpretation	Performance	
Michelle_Falanga_Diet Pepsi.mp3	Take 1 is pretty solid, but I would give it a tiny bit more emotion. The tag line felt like you sort of ran out of steam and let the read fall off, so make sure you finish off the read strong. Take 2 was a little bit too acted, and the pauses were a little bit too long, but your tag line was really nice. Take 3 was PERFECT!!! THAT is where the read should land!! Nice work!	Great	Great	
Moose_Warywoda_If.mp3	Take 1 was super solid; I think you're interpretation and delivery was great! You hit all the beats you needed to hit and your rhythm and inflections were great. I would honestly speed up the read a tiny bit, since it's dragging a little bit. Same with take 2. Take 2 was nice since it varied slightly enough from take 2, but was still a pretty solid reas. Take 3 was a little faster, but your pauses were a little longer, so it timed out at about the same. It was a solid take 3 since it varied slightly but was still a nice read, but I would shorten those pauses. All in all, really solid reads, and you've got good instincts here, I would just speed up the reads and the read should land where it needs to!	Great	Great	
Nicola_Delgado_Audi.mp3	Take 1...The first half of the read should feel casual and conversational and have a bit more emotion. It's currently feeling a little lackluster. It's casual and conversational, but there needs to be a bit more oomph (emotion) behind that first half. And then for the second half, I felt like you made the switch into this smoother, suaver read, but you're inflections were off in places and it was causing the read to not flow as well in some places. I would also pick up the pace a little bit. I also feel like the read in the second half was maybe a little bit over acted in some points. Take 2...the american accent was solid, but the first half had some pauses and inflections in incorrect places. The second half felt a little off. Honestly it may just be the pace you're going at, because the first half of Take 3 was exactly where it should be! The second half needs to feel a little bit smoother, less acted, and less fragmented (shorten those pauses). I think take 3 was the strongest read in terms of first half. In terms of second half, I don't think you ever quite found your footing. It shouldn't feel too acted or charactery, but it should feel suace, smooth, luxurious, elegant, but straightforward and informative at the same time. You don't want to do too much with the second half of this read.	Needs Improvement	Needs Improvement	

Actor	Notes	Interpretation	Performance	
Noelle_Fabian Dragon_Rao.mp3	The read felt a teeny tiny bit robotic because I think some of your pauses were a hair too long. Otherwise the read was pretty solid! Your reads were like 95% of the way there, it just felt a teerny bit fragmented and robotic. Take 2, the line :what brings us together" felt rushed and also robotic. The read overall felt rushed but then you're pauses were too long. I think go the pace of the first take, but shorten up those pauses and the read should feel less fragmented and rohbotic, and more natural. You have a very nice tonal quality to your voice.	Great	Great	
Paul_Rogus_StateFarm.mp3	Take 1 felt way too overacted and way too charactery. It should feel natural, organic, conversational. It should feel like you'rw actually talking to your friend about insurance, and take 1 felt put on and charactery. Take 2 was much closer to where the rwad needs to be, but your pauses were too long and there were too many pauses (pausing in places that didn't feel organic). Take 3 was very similar to take 3 in terms of pausing. You also emphasized certain words and phrases that didn't need to be emphasized. Overall, the you want the read to sound like you're actually having a conversation with someone about insurance. Think less about what you think the commercial should sound like, and more about what it would sound like if you were causally speaking to your bussy about insurance. It may help to actually have someone physically sit or stand in front of you when you read it, to give yourself the feeling that you're having a real conversation. It may help make the read feel more natural, you will pause in the places that are organic, and it will feel less performative and more natural.	Needs Improvement	Needs Improvement	
Renee_NajourPayne_DietPepsi.mp3	It felt a little bit overacted, and some of your pauses felt too long, while other felt too short. You want the read to feel organic and conversational, and not at all like you're performing. The read is currently feeling a little too performative and like you're acting. The read should feel like you're having a conversation and telling your friend about diet pepsi. It currently sounds like you're selling a product, and while yes, in theory, you are, you still want the read to sound natural and organic. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product and voicing a commercial, and instead put yourself in the shoes of someone who would naturally be saying this. I also would say that the read is currenbtly sitting at a little bit too high of an octave, so I would start a little bit lower down in your register. Take 1 was a little strionger since it felt a little less acted, but overall I would dial both takes back a little bit.	Needs Improvement	Needs Improvement	

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Actor	Notes	Interpretation	Performance	
Rhiannon_Moushall_Chipotle.mp3	These reads were GREAT, and honestly sat exactly where they should be! Take 2 varied a little bit from take 1 in the sense that you gave it a little bit less emotion, and I think that's fine, since you want your takes to vary slightly, but not too much. Your tag lines in both takes were super solid, it felt natural, organic, your "not real" lines had just enough of a wink and playfulness to them without being over the top, and your "real" lines were straightofrward while still maintaining emotion and warmth and not being boring. Overall, really GREAT reads!	Great	Great	
Shelby_diLorenzo_Maggie.mp3	I think your take 1 would be a really solid take 2. For take 1, I would give it a bit more oomph and a little bit more emotion. With promo copy that's this short, you want to try to find where the wink in the copy is, and really lean into it. You find it a little bit in your take 1, but I would lean into it more. I would emphasize the word "just" a little bit more...give it a bit of a wink. I would also inflect down on the word beginning, which should offset the "just" when you emphasize it. Take 3 you have the right idea about giving it a little bit of a deeper tone, and I think that's fine in terms of tone, but in terms of reads and inflections, I would go back to what I said you should do for take 1. So take 1 is your hit it out of the park read, take 2 is a different take on it, and then take 3 is similar to take 1, but with a little bit of a different tone/register (like you currently have it). Overall these are a solid start though!	Good	Good	
Stella_Valente_Diet Pepsi.mp3	The read is currently feeling a little too performative and like you're acting. The read should feel like you're having a conversation and telling your friend about sdiet pepsi. It currently sounds like you're selling a product and like you're trying too hard, and while yes, in theory, you are selling a product, you still want the read to sound natural and organic. Think less about how you THINK the commercial SHOULD sound, and instead do what feels natural and read it how you would organically read something like this. Don't think so much about the fact that you're seling a product and voicing a commercial, and try not to get into the mindset that you're playing a role, and acting, and instead simply put yourself in the shoes of someone who loves diet pepsi, and then give it the most organic and natural read you can.	Needs Improvement	Needs Improvement	

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Actor	Notes	Interpretation	Performance	
Susan_Hohman_State Farm.mp3	The read needs to have a little more oomph to it, and I would pick up the pace. It's feeling very one note and shy, and like there's not much emotion behind the read. Because of that, and because of the slow pace you went, and therefore longer pauses you took in between words, it wounded robotic. You want it to sound natural and organic. Not like your['e selling a product or acting, but like you're genuinely telling your friend about state farm's personal price plan. Take 2 has a little more emotion, but it was a little bit over the top in places, and felt like you were acting, instead of having it sound natrual and organic. Again, I would pickup the pace here.	Needs Improvement	Needs Improvement	
Susannah_Corrington_McNuggets of Wisdom.mp3	I think the accents were unecessary, because you didn't maintain the accent throughout, and it distracted away from the actual read. The beats were right, and your rhythm and pauses, inflections, etc. was all there, but the accent took away from the actual read. Take 3 was better, since you didnt use an accent! I think at some points it sounded like your voice was a bit too polished and it feels a teeny tiny bit off, but honestly take 3 was 97% of the way there. If you want to try a fun accent, put it as your second or third take.	Good	Good	
Terrell_Kennet_StateFarm.mp3	Your pauses are currently a little too long, and your words are too drawn out, so the read is dragging a little bit. I would pick up the pace. Your voice and the read in general is feeling a little too stiff and polished, so I would loosen up the read. Take 2 you loosened it up, and it felt a little better, but it felt like you overcompensated because instead of feeling natural, it felt acted. You want the read to feel loose and natural; organic, like you're actually having a conversation with your friend about state farm's personal price plan. Sing too far one way and it sounda polished and stiff, and swing too far the other way and it sounda over performed, so you just need to find that sweet spot in the middle!	Needs Improvement	Needs Improvement	

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Actor	Notes	Interpretation	Performance	
Tim_Galida_Chipotle.mp3	I would give the read a little bit more emotion...it felt a little bit flat. The "not real" lines should have a little bit more attitude. Have a bit more fun with them. The "real" lines should be a bit more straightforward, which you did, but they still lacked emotion. The real should have more warmth behind it. It's currently also feeling a little bit stiff, so you want to loosen up those reads. All three takes sounded pretty similar, so my notes apply to all three!	Needs Improvement	Needs Improvement	
Tom_Gilvear_SmartPop.mp3	The read currently feels very over the top and it feels like you're yelling and talking AT me, instead of talking TO me. I know there's a little bit of character in there, but even the character lines felt a little bit over the top. I would pull back. You're currently coming in at about a 9 and you should be coming in at about a 6 or a 7. With the character reads, you want to make sure those reads are consistent and that if you're putting on an accent or a voice, you maintain that voice throughout the entirety of that character's VO.	Needs Improvement	Needs Improvement	
Troy_Allan_Chipotle.mp3	It felt like you were inflecting upwards where you should have been giving it more of a straightforward read. The rhythm of the read felt off, like you were pausing in places or tsaking breathes in places that didn't feel organic, you were emphasizing words that didn't need to be emphasized, and overall the read didn't feel natura. The "real" lines should feel natural, straightforward, conversational, and the "not real" lines should feel sassy, have a wink to them, and you can have fun with them, but you still want them to sound natural and organic. They should sound conversational in the sense that it should sound like you're believably talking to someone about chipotle and poking fun at them. It currently feels like you're putting on a performance. Take 2 felt like that as well. The voices were fun, but not necessary. Too much was happening with the changes in voices, breathe sounds, chuckling, improv, etc. You don't want it to sound too busy...it distracts away from the read.	Needs Improvement	Needs Improvement	

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Actor	Notes	Interpretation	Performance	
Vince_Melamed_Mountain Dew.mp3	Take 1 was indteresting and different, so I'll give you that! I think it's just a tiny bit too charactery and over the top. I like the read, it's different, and it will set you apart from the pack, but at some points it's hard to understand what you're saying because the words are meshing together. With a read like that one, you're making a bold choice, bvecause the producer/casting is either going to love it or hate it, and I'm all for making bold choices, just pull back a tiny bit though, and kake sure you're enunciating all of your words, because at times it was hard to understand what you were saying. Take 2...It's close, but I think it's just a hair over the top still. It's coming it at about a 5 and I want it to come in at around a 4-4.5. Truly just pull back a hair. Your inflections, beats, rhythm, were all where they needed to be, and it's a solid read.	Good	Good	