

Actor	Notes	Interpretation	Performance
	General Note For Everyone: (OPTIONAL) Great job all!! Thanks for your participation! Some of these were really hard scripts, especially the one that was chosen most, RX Bar, I purposely didn't give direction on these because I wanted to see who was able to do the correct script analysis and who is great at self directing. But I commend anyone who even attempted that script, it's brutal, but looks so innocent at its surface. I'd say Dominos may have been the second most difficult. I won't get into the other scripts but there were some fun takes overall. Thanks for playing everyone!! If anyone wants to ask me a further questions feel free to email me 'steve.pogatch@siriusxm.com' (please don't send demos)		
Amy_Ferrarotti_RXBar.mp3	<p>Overall I feel like the mood here is sincere and empathetic when it should be a little fun, where it came across sounding somber and on the edge of sad.</p> <p>There's a bit of breaking the 4th wall needed when it's like 'we just paid for this ad' which is like standing on the outside as the advertiser and stating that silly fact. When getting into the description there's a lack of enthusiasm. Oh yeah and they taste great, should have a touch of confidence, smile. Also because of the script and the fact the company says "no bs" on the package, they're not taking themselves too seriously, needing some humor along the way. "we know, everyone says that" can be said with a little bit of snark/humor. "on the front of every RX Bar" the word bar tapers off a little too quickly at the end of the sentence into a breath (to my ears), product should be said a little stronger.</p>	Needs Improvement	Good
Andrea_Becker_Kens Salad Dressing.mp3	<p>This script clearly has a problem/solution section. The delivery was all 1 pace which makes it feel less conversational and real and more like it's a script being read here. Goal would be to slow down the first half, mix up the pacing and really give us that relaxation moment at the end of a tough day, slow down give some emotion and set the living room scene up, and then as you're delivering dread, the dog interrupts things, and that part came out pretty good, but if the pacing is mixed, it would sound even better.</p> <p>Section 2 "Cooking is Hard" can be said slowly with some more dread, so that the victory dance right after is delivered with more joy and confidence. The solution...Is simple, right between there is where the emotion changes, and changing pacing throughout would help.</p>	Good	Needs Improvement
Betsy_Winchester_Seventh Generation.mp3	<p>I feel like this is all 1 speed and could use a little more expression throughout. The first few lines could be said slightly slower, using shrugs to really bring the thought forward a bit more adding pauses in the right places. Splitting up those opening sentences almost in half adding pauses would make it sound more like "I got some thoughts here to share with you". Curry chicken line came out pretty good, if I were to re-direct you I'd have you do it a lot different from the rest of the script like you're either under your breath or talking to yourself. Overall I think the pacing could be mixed a touch more.</p>	Good	Good
BillieJo_Konze_KensSaladDressing.mp3	<p>Overall really good, just needs more shifting emotion and more element of surprise in dog scene. I like this take, I feel like the first half of the script you came out with that sort of convincing stretch to get onto the couch but it could overall slow down a bit and a touch more emotion could be injected all throughout to really give us a sense of all the things in play, 'you want to relax, cooking is hard, dishes are piling up' so a little more dread throughout would help sell it more. That way when the dog interrupts the flow of complaints it's like "ANOTHER THING JUST HAPPENED, UGH". "Cooking is Hard" could be said with total defeat, so that when you get to the "solution" it's like all the dread goes away and you have the victory dance. Salad dressing, that is.</p>	Great	Good
Bruce_Abels_RXBAR.mp3	<p>– not bad, lacking some expression and feels like all 1 speed</p> <p>This script is hard, could use some direction. Almost as if you're the company rep and you're about to tap someone on the shoulder at Trader joes who is looking at all the protein bars. There's some humor needed, you got some of the sarcasm. Clearly this company doesn't take themselves seriously based on the opening line and having "no BS" on the label. I feel like the cadence of your voice doesn't change much throughout the whole read and that, coupled with a steady pacing that doesn't vary a lot doesn't make things super convincing plus need a few more real conversational, casual elements along the way as if you're really telling someone why your bar is better than the one they're holding, almost need to be a little cool while being convincing. When you're reading the list of ingredients there's no variation or eyebrow raising to create interest to the customer. Overall could use a touch of smile too just to make it a little more fun.</p>	Good	Good

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Cam_Griffith_RXBAR.mp3	Delivery feels like a news guy doing an investigative/consumer report at first , until you get a little more comfortable getting into the details. Feels a bit secretive at first but loosens up a bit midway through and it begins to get a little more conversational/friendly, which I what I was looking for all the way through. See direction notes for your other version for more detail.	Needs Improvement	Good
Cameron_Griffith_RXBAR.mp3	This is a hard script to get right, needs a little editing here and there. Feeling the conversational elements here, good expression throughout, need to be a touch more relaxed overall, so you can come across a touch more casual, it begins to sound a bit salesy, while the opening line and the 'no bs' on the label should tell you these guys don't take themselves too seriously, so there could be a little bit of humor injected here and there. Overall pretty good but could dial back the salesy and replace with "hey you looking at protein bars, check out ours" not full on 'dude', but could get there with some subtle adjustments.	Good	Good
Candice_Roosjen_KensSaladDressing.mp3	Almost got it perfect, good use of emotion -I love the beginning, convincing setup, but could have a larger sense of dread overall so the interruption of the dog is more humorous and surprising. Setting up the scene overall the first half of the script could slow down in places to make us convinced "you're tired, hungry, etc" "Cooking is hard!" should be really said with complete defeat (you did have a cool non verbal thing attached that works there!), so that the next part "the solution" come across a bit more happy. I feel like some of the dread carried over all the way to the end and there needs to be a lot more shifting emotion between the first half (problem) and the last part (solution) so we get that Kens salad dressing is gonna solve all our problems. Almost there though! Nice job.	Great	Good
Carolyn_Murphy_Dominos.mp3	Overall pretty good, I feel like the first half needs some sadness, missing direction that you weren't given is "think of that Sarah McLachlan pet commercial" and cue the sad music, so the first half of the script could be delivered more like this silly little concept of pizza shaming is equal to climate change or some huge issue then things become hopeful after you get out the pineapple line, from there things were near perfect. One way I direct talent on this spot is to imagine 'sad piano' starting and then things change to hopeful/motivational music which would help guide the read overall. This is pretty close just adjusting the delivery on the first half and adding a touch of humor/shrug on the pineapple line would be a great adjustment. Nice job!	Good	Good
Christopher_Marshall_Quilted Northern.mp3	Funny, interesting character choices, fun, nice range....However, you missed the opening line, where our guy is trying to make the decision before he's interrupted by Devil and Angel. I liked the character choices, and while they were funny and enjoyable and show you're good at character work, I found myself questioning the choices. What went into my mind is Angel and Devil should be opposites on ones opposing shoulder, so why is Angel almost british and the devil doesn't sound satanic? If I were to re-direct you I'd have you focus more on the character choices and make them more like what an Angel and Devil would be, good vs evil. Otherwise this was super entertaining and I'd love to hear a different interpretation of Angel/Devil. Love the delivery of the final announcer line, and bringing out the word "wherever" and having a little bit of a tiny chuckle as you say 'taking comfort seriously'. I like that choice because after all our character has been through, that feels like it works well there!	Good	Good
Dan_Macke_KensSaladDressing.mp3	Overall really great job. Good use of shifting emotion. Love the convincing opening line, convincing throughout. Would love a little more of an 'interruption' when the dog walks through, that line really needs a treatment like you're surprised and the listener can feel the sudden-ness of the dog ruining your relaxation. Once you get to the last few lines where the "solution" is presented, I feel you could have a touch more smile as you've found the end to all your problems (besides the wine haha). If I were to re-direct you that's really the only part I'd change, from "the solution..." onward a touch more energy and happy, not too much but a tiny bit would make it perfect.	Great	Good
Daryl_Ellis_DominosPizza.mp3	I feel like you might've gotten the direction correct on this one. The direction I was given when originally presented with this script was the Sarah McLachlan pet commercial, which is super sad. I think you nailed the sadness at the beginning as if you're hearing the sad piano in the background. Then after the pineapple line, which you delivered with ever so slight humor, which was great, you change to hopeful which is perfect. Nice job shifting the emotions ever so slightly and not extreme which works quite well. The only thing I'd question is the separation of "no matter....what.....you.....order" I get what you were trying but the pauses may have been a touch too long, and I think saying that line with a shrug instead would have the same effect maybe? Great job!	Good	Great

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David_Gilbert_SeventhGeneration.mp3	Overall a nice read, but I think coming out the gate with a few shrugs on the opening line and some key pauses could really pave the way for the rest of this read to make it even more conversational/casual than it is now. Saying the first few lines like "I have some thoughts". Human nature.....can get a little messy....But, nature nature.....is powerful enough etc. Then you have a bullet point line but if you say those opening lines with that shrug you'll be forced to deliver it more conversational. Then the "Like that time...." Section comes up, that could all be said as if you're either under your breath or not looking someone in the eye, or looking up at the ceiling as you're delivering those lines, they shouldn't sound like anything else in the script. Then you return to the "Let Nature Do its thing, so you can feel confident doing yours. " line, where you could play around with emphasizing different words like "Its" or "you" or "yours" for some effect. I feel like that line is like their "proverb" haha. Otherwise really good job!!	Good	Good
Demetris_Bobo_RXBar.mp3	I feel like this is being delivered like a stand-up comedian in a way, but at the same time I can feel the script being read. I think honestly a few more reps and comfort/familiarity with the script that would all change. Pretend you're a rep from the company wearing RX Bar gear and you're watching someone at the supermarket looking at other protein bars, you tap them on the shoulder and tell them.....We just paid for :30 seconds of your time. Also that took up 5 of the 30 seconds so you now have 25 seconds to convince this customer to buy a protein bar with "no BS" on the label, so they don't take themselves 100% serious, they like humor, which is why I did partially like the stand up comedian approach, but not throughout your read. "Oh yeah and they taste great" is so awesome and convincing, would love that expression throughout the whole read, because I'd be convinced in the store to pick up a box of them because it's confident and friendly. Honestly with some added context, direction, and a few more reps and you got this script. I will admit this is a really difficult script.	Needs Improvement	Good
Denyonta_Fedrick_Dominos.mp3	This spot is supposed to be comically sad in the beginning, creating the illusion that "pizza shaming" is a real crisis and problem. So delivery should be a little more serious and somber sad throughout and up until the pineapple line which could be said with more of a judge-y attitude. From then on, the emotion shifts to hopeful and I can feel that a little bit in your delivery but without having the sadness and importance of "let me tell you about this serious problem" in the first half it doesn't have as much impact. More shifting emotions needed between problem and solution and it will improve. Also before starting to read, maybe imagine sad piano music going and then the music changes to something more motivational/hopeful. Some dramatic pauses throughout the read will also help to convey emotion. Like the at the end. "Together.....we can end pizza shaming". Would have more impact.	Needs Improvement	Good
Des_Meis_Dominos.mp3	You got the sadness moving to hopeful vibe, but it sadness felt a little manufactured and that could be due to pacing and not slowing down at all on the internet line. "every pizza is beautiful" is a bit too over the top and loses the flow, 'pineapple' line almost begins to sound angry, but could be dialed back a touch to let some humor come through. It should gracefully go from sad "this is a real crisis" to hopeful with a steady ramp up. I feel the sadness was a touch over-acted and could be a little more natural, and that could be achieved with a steadier serious extra sincere read without the extra breathing. This whole script is really tongue in cheek because we're making a serious crisis out of something that is just ridiculous, but should be delivered in a serious way so people get the joke without us giving it away, this is a tough thing to do. Really close, I think another take or two would get you there! Nice work overall!	Good	Needs Improvement
Erin_Mead_QuiltedNorthern.mp3	This needs to be a more 'character driven' performance overall. Main "first VO" line its hard to tell who you're speaking to really, but then when the Angel and Devil are on you shoulder it's all the same voices, and there needs to be a lot more distinction between the two, especially for the listener who needs to get the scenario that there's good on one shoulder and pure evil on the other creating this debate and conflict. Not hearing a distinction between all 3 voices especially the extremes (Good/Evil) makes it real hard as an audio ad for a listener to know what's going on without looking at the script itself. The last 'announcer VO' line was very well done, honoring the client/tagline etc.	Good	Needs Improvement
Evanne_Friedmann_KensSaladDressing.mp3	Really good overall! Almost there. Love the setup and can feel the environment being setup well. Also when the dog interrupts I can feel the sense of interruption and surprise, but overall I think that first half the pacing is a touch too fast, and can be slowed down in places just to show how tired you are and frustrated with the dishes, etc. Last half, when the solution comes through is near perfect. LOVE the deep sigh before 'cooking is hard' that's a breath I wouldn't cut out if I were editing this! That works to help show how there these 'life is hard' moments. Overall super close, I'd just bring a touch more emotion and mixed pacing all the way up until the dog interruption. Great job!	Great	Good

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George_Alan_Ruth_Domino'sPizza.mp3	You start off sincere and present the 'crisis' pretty well, but almost in a historian type delivery, which is ok, but then when you get into the "internet teenagers" bit your voice changes a little bit to like "this is ridiculous that people would have this issue" which I can see WHY you did, but it's not the way this script was intended, it was intended to present a serious problem/crisis and then a sense of hope. It could be a script about climate change with a hopeful solution on the way (if only, right?!?) but the guide/direction should be 'sadness/this is a real problem - solution' and in no where can you make fun of things, except really on that pineapple line. Delivering this read in that manner makes the overall joke of the whole thing a little better overall, because it's not a serious issue, but being presented as it is. The second half of the script – the hopeful part has some weird pacing and breaking up of sentences, namely the pause between 'quality captains' and 'in every store' where that needs to be a complete thought. Otherwise the second half is delivered pretty well. I think with this added insight/direction a new take would be a lot closer.	Good	Needs Improvement
Gina_Scarpa_Dominos Pizza.mp3	Overall a pretty good take, I think in general the pacing is a touch too fast and it needs a touch more emotion, as this is intended to be presented as "we have a major problem in this society" (sincere/empathetic/sad) to "together....we can end pizza shaming". (hopeful) and being able to show those two sides in both halves of this script would improve the performance slightly. Yes it's ridiculous that we're creating this false crisis when there's real problems in our world, but that's the tone they're looking for. Original direction I was given was to think of the sarah mclachlan pet abuse commercial, and then move from there to hopeful. Cue 'sad piano' to 'hopeful motivational' music. "every pizza is beautiful" needs to be said with a touch more confidence, so the pineapple line hits with a touch more surprise and humor. Love the pause after "together....we can end pizza shaming" but overall that can be slowed down to really give people the message in a false dramatic way – if that makes sense.	Good	Good
Greg_Beastrom_Domino'sPizza.mp3	You come out the gate with an 'in a world' type delivery for first line "every year" and that sends it down the wrong path. Needs to be slightly more emotional/empathetic/sympathetic and present this as a real world problem, when based in reality, it's only a problem in this script. The original direction for this was to think of the Sarah McLachlan pet commercial and come out with a real sincere message that gets hopeful as we get halfway thru the script. The first half of the script your delivery is almost like a TV/Movie/Suspense promo. Then 'but at dominos....' It should start to get a little more hopeful, but I don't hear a change in emotion really. Needs to be 2 different personalities overall. I do mostly like the second half of this its almost there but needs to be better supported by the open and first section. With that added direction and even imagining music that starts as sad piano then gets hopeful you'd be able to get pretty close on another take.	Good	Good
Hannah_Hellwig_RXBar.mp3	I like this. This is a really difficult script to get. It sort of breaks the 4th wall in a way with that opening line, telling the consumer that you paid for their time, and you have a touch of sarcasm in your voice/delivery, which I sort of appreciate here, because of that opening line and the "No BS" on their label, one can assume that they don't take themselves 100% seriously, so that interpretation seems to be there in your read, love that. Love the eyeroll on "we know, everyone says that" - Ingredients list could be differentiated in each item, your delivery sounds like Egg Whites and Dates&Nuts are 2 ingredients instead of 3. The "oh yeah, and they taste great" could be said with a bit more confidence or authority as if you're in a store trying to convince someone – hey I paid for your time, now try this bar, because it tastes great!. Otherwise, great read!!	Great	Good
Heath_Martin_DominoesPizza.mp3	This is almost there. Unfortunately this script feels better with an FVO than an MVO as I'm hearing it for the 4th-5th time with a Male VO, but that's ok. You got the flavor of this pretty well. I think the opening line is a tiny bit too "in a world" but you immediately change to the correct emotion. Should be sad/sympathetic right out the gate, cue the sad piano, presenting us with this "real world problem". I love the delivery of "even the ones with pineapple on em", it's a style I haven't heard yet for this script and is unique and works here. When you're describing the 'quality captains' the way you're saying this is as if we know this already but we don't as this is a new concept, and should be delivered as if "this is the solution to the crisis" – main goal of this script is two emotions with a steady ramp up between the two, from sad/empathetic/sympathetic to hopeful. Love the take of "together....we can end pizza shaming" that had some motivational oomph behind it. Nice job overall.	Great	Good
Ingrid_Nelson_KensSaladDressing.mp3	Good read overall. I think varying the pacing a touch more in the first half would help establish this as a real life scenario, the whole bit before the dog walks in and interrupts things, need to slow down overall so we can really feel the dread and the interruption should really be that, an interruption and give the listener the sense of surprise. I do like the rising anger tone throughout that part though. Love the delivery on "cooking is hard" gives us a sense of dread. From there on out, the solution is delivered in a way that works well but overall there needs to be a slight difference in pacing and emotion between the first and second half of this script. Almost there really, very close!	Great	Good

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Isabella_Flores_SeventhGeneration.mp3	Awesome conversational flow and delivery here. If I were being picky I'd add a few extra shrugs on the second sentence too adding a pause after "NATURE nature..." just to establish it as a deep thought kind of thing. Love the delivery of the curry chicken/white pants line and the embarrassment afterwards, that's the perfect way it's intended. Great job. On the line "Let Nature do it's thing, so you can feel confident doing yours" you could experiment with emphasis of one word on both sides of the comma for impact but choices/milage may vary, just something to try. Otherwise, top notch performance!	Great	Great
Jacob_Tarconish_RXBar.mp3	This is a super hard script to get right and you almost did it. I really like the approach. I usually direct talent to pretend they're at a store and they work for the company and tell someone the opening line, and as if they paid for the time, you have to give them the bullet points in a non salesy cool confident kind of way, and that's what you pretty much did, you compared your bars to the others in a cool way, I even like the non verbal bits you put in there before "we know everyone says that, but..." You had the right amount of confidence without coming across as cork sniffery. Great job!	Great	Great
Jamil_Burger_RXBar.mp3	Really good read here as this is a super difficult script to get right, I like how you come across as friendly, knowledgeable without being overly salesy. I feel like you got the scenario and how to best use those 30 seconds that you told the customer you paid for, and now the job is deliver client bullet points in a friendly confident way. Really nicely done here. If I saw you in a store and was looking at cliff bars, I think you'd be able to steer me towards RX. Like the emphasis on the words "ours" and "we" showing ownership, like you rep the company. Great job.	Great	Great
Jazzy_Frizzle_DominosPizza.mp3	Love this take. You got the emotions, sad to hopeful with a nice ramp up between. If anything you begin to start speeding up in the second half of the spot and keep speeding up til the end, when it could be slowed down a touch with mixed pacing to add a touch more of that hopeful-ness. Like getting to that message "Together....we can end pizza shaming" could have a lot more impact if it's slowed down a bit. Otherwise I really love this read. If I were to redirect you live I'd have you imagine some slow, sad piano at the beginning and have it move to more hopeful motivational music midway through up until the end. I'd also say to add like 5% more seriousness throughout but that's only a tiny bit. Great job!	Great	Good
Jenn_Henry_KensSaladDressing.mp3	Improv line at the end rules! I'm still laughing. Overall the pacing is too quick end to end, could slow down a bit, especially in the first half to show us how you're ready to flop onto the couch, relax with some wine, complain about dishes, and then get rudely interrupted by your dog. More dread can be conveyed in a slower read there. I do like the dog interrupt line, really well played. Next after that "cooking is hard" can really be said with lots of "UGH" and then the 'solution'....can pick up the pace a touch and bring happiness to the masses with Salad dressing. I like the casual vibe of the solution half of the script but a touch of smile would work in conjunction with that. I think after hearing this added direction you would get the next take perfect.	Good	Good
Jenn_Meyer_KensSaladDressing.mp3	I feel like you come out the gate with the right emotion but as you continue to get to the coming lines there may be a touch of smile to my ears, and it should actually be the opposite, more dread. I think the first half of the script can be slowed down slightly to bring out some of that emotion – I want to relax, can't decide what to cook, need some wine, etc....so the dog interruption has more impact, and it should really feel like it's interrupting your monologue so the listener can picture the scene in your living room. Next line "cooking is hard".....bring way more dread to that line, so the solution part becomes a little more victorious. After the solution is simple line, you got that down pretty well, convincing. Just needs to be more shifting emotion between the first and second half of the script and some pacing adjustments. Otherwise nice job!	Good	Good
Jennifer_Nice_Kens Salad Dressing.mp3	Great read here. Good sense of the need to just fall on the couch and relax with wine, and complain. All conveyed with what felt like real emotion, if I were being picky I'd mix up the pacing a tiny tiny bit, it all feels like the same rhythm in the first half of the script but otherwise really good. Dog interruption line is super convincing too, to the listener they have to be able to picture that dog coming across the living room and you do that well. The "Cooking is hard" and "The solution is simple" lines you broke each in half and I love that, it creates more drama and impact on each, especially with the solution part, because it tells the listener "hope is on the way" more effectively. Nice job delivering the client bullet point type stuff in a convincing conversational way at the end too. Well done!	Great	Good

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Jodi_Adler_QuiltedNorthern.mp3	Really like this take. Effectively differentiating the voices between human, good angel, evil devil. You can almost picture them debating on one's shoulders, which is the most important aspect of this performance. If anything I'd try and make the devil sound a little bit more evil but I like your choices for the most part. You had fun with this and my ears can tell. Presenting the scene and hopefully allowing sound effects and music to support the rest of it. If I were to direct you live to do it again I'd just try to establish the characters a touch more in either direction to create more extreme between the two but its pretty great as it is. Nice job! Announcer line at the end is well done, honoring the product/message.	Great	Good
John_Baker_QuiltedNorthern.mp3	Nice job, pretty entertaining. To me it feels like the angel/devil voices you chose should be swapped, based on reputation of what 'good/evil' should sound like. I'd maybe re-evaluate the character choices and make the voices a little more extreme in either direction. Love the opening/closing lines and the pacing overall, good sense of acting and emotion too. Really only thing I'd experiment with is different character choices to make them fit the stereotype a little better. Unfortunately the listener can't see the script and who the characters are and whether or not they're debating on this dude's shoulders so it's really the job of the characters to let us know that. Overall pretty close though!!	Good	Good
Laura_Welsh_DominosPizza.mp3	Great job, this is near perfect. I love the emotion and your ability to self direct was spot on here. You got it right. You perfectly go from sad/empathetic/sympathetic to hopeful with the right ramp up. Delivery on the pineapple line is perfect too creating a touch of humor without falling out of the seriousness of this "crisis" – well done! Its almost as if you watched the Sarah McLachlan pet commercial (which is the reference here) to get in the right mindset. All that's needed is some sad to hopeful music to support your read. This is one spot I probably wouldn't cut out some of the breaths because they help with the convincing read in places. Nicely done!	Great	Great
Leigh_LovettLaird_RXBar.mp3	Good read here. This is a tough script. I think you mostly got it. You come across mostly as a company rep trying to convince a shopper of their protein bar choice without being too salesy, but being confident and informative. You got that pretty much spot on. If anything I'd slow down a touch when listing the ingredients to allow a listener to hear each one individually and perhaps make it more enticing to their ears. I like the expression throughout mostly. Being friendly and confident but not taking ones self too seriously is hard but you managed to pull it off here.	Good	Good
Leonard_Moore_RXBar.mp3	Good expression in places, I think it's a bit too fast in places too read can be smoothed out overall. Need a little bit of swagger and confidence without being too over the top and remaining friendly, but not taking one self too seriously, based on the opening line and the label having the word "BS" on it. That's some added direction should you want to re-read this. The testimonial lines "oh yea everyone says this" and "they taste great too" are really well done, but I feel the rest of the read could wrap around those lines better with that same sort of confidence and expression.	Good	Good
LeonieSchliesing_Dominos.mp3	This is pretty close. Love the opening emotion – but it begins to dip a little bit when you talk about the internet teenagers, that line is sort of delivered with a touch of comedy, but should still be serious because it's part of the "problem" or "crisis" and the seriousness of this whole fake crisis is the joke here, but the more serious you pull it off, the better the comedy works. I think you go well to the hopeful section and the pineapple line is delivered pretty well too, that should have a touch of judgement attached. The rest of the spot is pretty well done overall. Informative and hopeful.	Great	Good
Lisa_Hammert_KensSaladDressing.mp3	Great job on the first half of this bringing the dread and the need to relax from the "midweek slump" and I really like the way the voice changes as you're going through the list of complaints getting a little more softer and almost discouraged, really good. I'd like to hear a more surprising interrupt when the dog walks through the scene, as a listener it really needs to be like you see it out of the corner of your eye and it throws off your monologue and thoughts completely and gives you a further sense of dread. After 'cooking is hard' and the solution is presented, your somber mood sort of continues slightly into that part of the script and it should be more of a victory, happy to find the solution, so the emotion really needs to change there until the end of the script, because you're presenting the client's message/details and product in a way that has saved you from all the previous dread. I just didn't hear that in this part of the script, your early emotion held on a touch too long, not dramatically, just slightly noticeably.	Good	Good

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Livia_Zita_RXBar.mp3	I like the first few lines but overall the vibe is a touch too serious. Some extra direction, pretend you're in a store and you work for the company and you see someone trying to make a choice on which protein bar to buy, you step in and guide them in a friendly way, explaining why with a confidence without being too salesy, just having a fun conversation with a stranger, in the store. There should be a touch of swagger when you say "oh yeah and they taste great" and "ours is different". Stressing those points but with a bit of smile too. You did ok on the taste great line but the rest still feels a bit serious and is lacking some friendliness and smile overall. This is a really hard script to get the perspective right, and based on the first line and having "no BS" on the label this company has a little sense of humor, which should be incorporated in your conversation with the consumer.	Needs Improvement	Good
Marie_Hoffman_RX Bar.mp3	I feel there's some tone missing here and that is noticing that the opening line has a sort of breaking the 4th wall element and a touch of humor. That should set the tone to be a little more friendly, confident, and not too salesy, also the label. Has "No BS" on it, so they don't take themselves too seriously, but are proud of their product. The delivery here was a bit too serious. Needs to have a little more personality especially when giving that first line and the few "testimonial lines" – the "oh yeah and they taste great" felt a little forced here and not as natural as it could've been. Overall adding a touch of confidence and smile throughout would help. This is a really difficult script to get right and it's also a really difficult script to direct. This is the type of script where the VO would need to dive into a brief or research the company a little bit more to get the correct vibe and the delivery they're looking for. There should be a touch of humor here without overtly being sarcastic, but coming across knowledgeable and friendly. Almost like "hey – put down that Clif bar, and let me show you this cool healthy snack that's all natural etc."	Needs Improvement	Good
Megan_Arellanes_RXBar.mp3	This feels like the delivery is all one rhythm or speed, the pacing needs to be mixed up way more to come across as conversational. In producing thousands of audio ads for the last 11+ years this is one the client may come back saying the read sounds "robotic" and that could be due to the pacing. It's lacking a bit of personality and the elements of a cool, confident, non salesy element. This is a very difficult script to get. I think the approach is to pretend you're a rep for the company and just approach someone in a store who is looking at Clif bars for example, and just say "hey check this out, I've got something for you" and give them friendly conversation about why your bars are better, but not being too serious about it, because of the opening line and the "No BS" that should tell you there's a sense of humor about the client. The opening line should have a little fun to it, which would help guide the rest of the read better.	Needs Improvement	Needs Improvement
Melody_Rainelle_RXBar.mp3	Nice approach, I really like how you come out with a cool casual vibe, and it sets the tone for the rest of the read here. Love the way you emphasize "OURS is different", it's super subtle but works quite well. Also the way you ask the question and answer it is very natural. Great expression throughout and convincing, I feel like you're talking to someone who may be interested in the product but is skeptical, and you're confident without being too intense or serious or salesy. Well done! If I were to pick on anything here there's a weird pause after dates & nuts before you say "on the front of every package" that feels disconnected but otherwise it's a great read all around. Adding the non verbal unscripted "mmm" is perfectly placed and stands out after listening to this script a bunch here, it works especially in a food ad and is convincing. Like the "NoBS" line delivery too. Great job!!	Great	Great
Michael_Mishkin_RXBar.mp3	You really don't get the flow going until about 10-12 seconds in. The opening line sounds like you're reading it which is a bummer because that really needs to pave the way for the rest of the script. You start to get more and more natural and conversational as the spot progresses when it should really start that way. I don't feel 100% convinced in confidence when explaining the ingredients at one part it sounds like you're not excited about it. The "Oh yeah and they taste great" doesn't sound convincing enough, almost manufactured, and that's just because of the way this read didn't start on the right foot. It definitely has the right elements in places and with redirects you can get there pretty quickly I'm pretty sure. Just know that the opening line and "no BS" should tell you this company has a touch of humor and doesn't take themselves 100% seriously and it's supposed to be a little fun.	Needs Improvement	Good
Michael_Orenstein_DominosPizza.mp3	This comes across at the beginning as a little newsy and should really come more from the heart, with sincerity/empathy/sympathy for this new epidemic/crisis. Delivering such a silly premise with such sincerity/sadness and seriousness is an effective way to win the 'inside joke' here. I would just have a touch more emotion in your intro and steadily ramp it up to more hopeful as the spot progresses, which you do the hopeful bit pretty well. Also the second half of the script starting with the pineapple line it feels like your voice dips in and out of whispering and I can't tell if that's the way you're delivering the read or the way your mic is picking up your voice, but it dips in and out slightly, taking away from the premise a touch. It still tends to feel newsy throughout too, I'd lose that completely and just take the 'here let me tell you something that is near and dear to my heart...' approach so we get more real emotion.	Needs Improvement	Good

Actor	Notes	Interpretation	Performance
Michelle_McLenithan_RXBar.mp3	I feel like you were on the edge here. Just came across a touch too serious. The opening line is something that's not normally done in advertising and tells you it's sort of taking a chance here and that this client has a touch of a sense of humor. I feel like a more casual/conversational approach here works better. This is direction I usually give – pretend you're at trader joes and you're wearing your RX Bar gear, and you work for the company, and are watching someone fussing over what protein bars to buy, you gently tap them on the shoulder and have a friendly conversation with them eventually telling them how your bars are superior, with a sense of confidence but not being too salesy, just natural. The testimonial bits in this are great places to use more expression connect with the consumer more. This is a super hard script to get right. I like the "oh yeah" part of "they taste great" but the "they taste great" part wasn't as convincing as the "Oh yeah", needs to connect together better there in that line. I now knowing that extra direction you'd get this right within a few more takes easily.	Good	Good
Michelle_Philippe_KensSaladDressing.mp3	This is pretty good overall. I think with some extra direction and a chance to do another take or two you'd get this near perfect. I like how you start out with the monologue it feels convincing but I think overall you could slow down a touch, vary the pacing and make the complaints feel a little more dreadful, so that when the dog interrupts you, it becomes a little more startling and it should feel startling and surprising to the listener and as a listener they want to be able to visualize a flour covered dog just walking through at your lowest moment. I do really like the ad lib line for the dog though, nice touch! I also like "I mean like..." which is off script but it makes things more natural and coming from you, which works quite well here. Nice touch. I would play more with the Cooking is Hard...The Solution is Simple section maybe breaking those phrases up for added impact like "sigh..Cooking is hard". "The solution.....Is simple!" so the victory really hits hard. I really like the rest of the script, really well done from there until the end pretty spot on there.	Great	Good
Renee_Payne_RX Bar.mp3	This needs to have a little more personality overall, it's a bit too slow causing the listener to feel like its being read off a script. Think of inflecting a bit of humor and friendliness throughout, like you're talking to a consumer in a store in the protein bar aisle, without being too salesy. Pick up the pace a bit, better yet, vary the pace so it becomes a bit more convincing as conversational. It feels like they're a lot of pauses that feel like they're not in the right places in this read. I think repetition and practice, familiarity with this script is something that would help you here. This happens to be one of the most difficult scripts I presented. I think just relaxing more, being more natural before even saying the first sentence would be helpful. Even a lead in like "I see you looking at those OTHER protein bars, come here, check this out" would help before saying the script possibly?	Needs Improvement	Needs Improvement
Rhiannon_Moushall_DominosPizza.mp3	You nailed the direction here, which wasn't given, so you proved to really crack the code here and are great at self direction. Near perfect and almost delivered exactly the way this spot was originally produced and sent to the client. Kudos to you for that!! Great use of the sad/emotional beginning with a steady ramp up to hopeful right up until the end. I don't know if you've ever seen the Sarah MacLachlan pet commercial but this is loosely based on that for the tone, and was used as a reference. Which makes this a cool inside joke that works if you deliver it with that sort of serious and real emotion throughout. If I were to pick on anything it would be the way you say "no matter what you order" I feel like there's sarcasm there that comes through a bit too much, where it could be better applied to the pineapple line instead. But that's me digging for something, otherwise, nothing but praise here!	Great	Great
Ro Dempsey_Quilted Northern.mp3	Super fun, and I can tell you had a great time doing this. I also really enjoyed the characters. However....to a listener who doesn't know it's supposed to be an angel and devil on the shoulder they almost sounded like the same character and that makes things hard for the listener to tell what's going on, who's talking to who, etc. So if you were to do it again, I'd have the two characters take 1 extreme and another, Devil speaks with a lower tone, angel speaks with a higher tone, or Angel is really nice and proper and Devil is more dark and evil. Needs to really have that clear distinction. Otherwise a fantastic read. Just re-evaluating the character choices is the re-direct here.	Good	Good
Samantha_Styduhar_SeventhGeneration.mp3	Really nice read here. If anything it feels to be all one pace mostly. I'd mix the pacing up a touch to become even more convincing as real conversational, not to say it wasn't but it'd get better if the pacing were mixed up a bit overall. I think on the opening lines you could really come out the gate a touch more philosophical and shruggy, that'd add a touch more personality to this. I do really like your delivery on the curry chicken white pants line, well done, it needs to be differentiated from the rest of the script and I think you achieved that well. I like the "let nature do it's thing" line, which sounded really convincing and natural. Great job overall!	Great	Good

Actor	Notes	Interpretation	Performance
Steve_Lawson_RXBar.mp3	I feel like this comes across as investigative news reporter in your first line, which sort of sets the tone in my listener brain the rest of the way and I can't shake it, even though you get a little more personable throughout. I think a more friendly approach and even being more casual up front would set you up for success more here. Part of it may be the low register tone of your voice which is not a voice I'd cast for this particular spot, I'd probably reserve casting you for other stuff. The opening line and the "no BS" part should tell you the company has a little sense of humor and don't take themselves 100% serious, but the first half of your read here seems a little stern and serious overall. I'd like to hear a more relaxed approach overall.	Needs Improvement	Needs Improvement
Tomas_Villamizar_Domino's Pizza.mp3	You start out the correct way and when you hit "pizza shaming" you lose the thread and it becomes a stand up comedy routine, when in reality this script should be read with emotion and the comedy lies behind the script as an inside joke and is not being shown up front. Instead of going from a steady rampup from sad/sincere/sympathetic to hopeful, you start sad, go to comedic then sarcastic and leave hopeful out of the equation. I think knowing that direction now you would get it, as I can tell the foundation is there from the opening sentence, I'd just stay the course next time, you can put the sarcasm on the pineapple line (only).	Needs Improvement	Good
Verina_Kranak_Quilted Northern.mp3	Super fun delivery. I can see you enjoyed doing these characters. The opening line it's hard to tell who you may be talking to, and that could be achieved with a few re-reads pretty easily. I really liked the characters you came up with. The angel stayed pretty higher and you tried mostly to keep the Devil lower, which many people didn't do. The hard part here is making the 2 characters a touch more extreme in either direction, so the listener can tell its an on the shoulder Angel/Devil cliché debate, and that's hard to achieve without really fleshing out the characters fully. If we were to do this again, I'd just have you lean more in the high/low good/evil direction for the Angel/Devil so it's obvious to the listener what's happening otherwise, we may just think they're having these rapid fire thoughts in their head, which could work but not the way it was written. Nice job!!	Great	Great