

Actor	Notes	Interpretation	Performance
AminaCamille_TJ Maxx	Excellent reads on this spot! You definitely embodied what I think of as the TJ Maxx vibe. Your second take was spot on. I would actually flip the order if I wasn submitting this. I loved the energy and the sassy feel to this read. I really like the conversational nature to your first take. I just want you to play with the questions a bit more. Maybe have them build, or make some of them sound a little more rhetorical.	Great	Great
AnaBullock_Tillamook	I loved your takes on this spot! Your Take 1 really showcased your love of food. You did a great job of really making this sound delicious. I like that you took your time with the read and let it breathe. Your Take 2 was a lot of fun. I enjoyed the more character choice on this. It gave you read nice energy and playfulness, but I can still hear the love of food in your voice.	Great	Great
Brian Curry IKEA	I loved your reads on this script! Your voice naturally have great warmth and depth to it that are perfect for this spot. Your first take really honed into that and really told the story. I liked the quiet warmth you brought to your read. Then for your Take 2, you brought in a bit more energy and playfulness, but you didn't lose that warmth. You could probably tighten up your Take 1 read just a tiny bit, but these are really solid options!	Great	Great
ChelseyMaus_Stasher	Beautiful reads on this script. I love the friendly girl-next-door feel you bring to this spot. Your Take 1 had great smile, energy, and brightness to it. It felt like you were sharing this great new product you found with us. Then your Take 2 had a bit more warmth and felt a bit more one-on-one. I think you can even go a little further in that direction--a little more like you're demonstrating the product for us, but I love what you did with this spot. You gave really strong options.	Great	Great
ClaireGresham_Tillamook (1)			
ClaireGresham_Tillamook	Really strong choices on these takes. I loved the contrast between the reads. Your Take 1 really honed in on that "romancing the food" feel. I love that you took your time with the script, you really made it sound delicious, and you sounded like you really loved the product. Your Take 2 kept a bit of that smoothness, but you added more personality, energy, and build to the read. This one felt almost like a stream of consciousness where one thought was leading you to the next to the next. I really enjoyed these options.	Great	Great

DarylEllis_TJ Maxx	Really nice reads on this spot. You had great variation between the takes. I really loved your Take 2. I would flip the order if I was submitting this. This read had good energy and was fun and playful. I like the everywoman feel of your Take 1. Just make sure the energy doesn't drop off too much at the end of the line. There was a time or two when I notice the energy dropping off.	Great	Great
DavidGoldstein_Tillamook	Excellent reads on this script. I loved the variation that you brought to this. Your Take 1 had a lovely smoothness to it, it felt elevated, and you did a great job "romancing the food" and making it sound delicious. I really enjoyed the everyman quality you brought to your Take 2. It felt a bit more relatable and friendly than your first take, and that made for a nice contrast. You did leave a pickup in this take, and I just want you to build up the "or" section a tiny bit more. But very strong reads on this spot!	Great	Great
DenyontaFedrick_GALottery	Don't forget to slate your name! You did a really nice job of keeping the reads conversational. It's easy to get big quickly on a script like this. Both takes felt a bit similar and both felt a bit like you were reading it. I want you to pull it off the page more--really paint those pictures and help us to see what's going on just by using your voice. You can play more with energy and pacing both within the script and between the takes. Let one take be bigger and let one be you sharing a secret with us. Also, find places to build. The first half of the script is you coming up with ideas for this tiny house--let each of those build on each other or color each one a bit differently.	Good	Good
DinaSherman_TJ MAXX	I really enjoyed the bold, sultry feel you brought to your Take 1. Even though TJ Maxx is a budget brand, you made it feel more luxurious. I just want to add a bit more energy or tighten up the pacing a bit on this take. It just felt a little slow. Your Take 2 was a bit too similar in feel to your Take 1. I think pushing the sassy playfulness a bit more would be a fun choice. Lose the cosmetic/luxury feel and have more fun.	Great	Good
ElizabethRyan_Tillamook	These reads were a lot of fun! I absolutely loved your first take. The playful quirkiness was really refreshing to hear. I loved that even with the playful read you still managed to make the food sound delicious--you didn't just glaze over that. You could probably add a bit more build in the "or" section, but this is a really strong read. Your Take 2 was nice. You took what you did in your Take 1 and toned it down. I think you could even make a choice that was more distinct. Clients love hearing range, so maybe try one that's warmer, or more internalized (thinking to yourself), just something to completely change the tone of the read.	Great	Great
HenrySchrader_Titos (1)			

HenrySchrader_Titos	These reads were a lot of fun! Great job finding that macho action-star voice, and giving two distinct takes with it! Your Take 1 had a nice quiet confidence to it, and I loved the dry humor. You could maybe tighten the pace up a tiny bit. I like that you went cheesier with the second take. It really sounded like you were having fun playing that up. I wouldn't stop you from even going bigger with your choices here, but I'm really happy with what you brought to this script.	Great	Great
JoshuaRoss_TJMAXX	Really nice reads on this spot. You gave great variation between the takes. I enjoyed the everyman feel you brought to your Take 1. It had some nice playful moments in it as well. Just give me a bit more build towards the end on the "get the brands you want" line. I like that your Take 2 had more energy--you can probably go even a bit bigger with it. Push the playfulness a bit more. And make sure the last line doesn't lose the energy. It peters out a bit on "TJ Maxx." Just keep that nice and strong.	Great	Great
JulieMeghanBrown_TILLAMOOK	These are such fun reads! I loved the energy and personality you brought to both takes. You did a great job of melding the playfulness with the love of the food. You did a great job of making the product sound delicious. You also had some nice stream of consciousness going on in your Take 2 where it sounded like you were discovering everything in real time. I only have a tiny suggestion and that would be to go a bit more grounded and warm with one of the takes (mainly just for even greater variation), but I really loved what you did with this spot.	Great	Great
MicahDunwoody_Tillamook	You did a great job bringing bold enthusiasm to your reads--especially your take 1. I like that you went big, but it was a little too much for this spot. I like having fun and bringing the food passion to the read, but it felt a little pushed. So just relax everything a bit. That was actually what your Take 2 ended up sounding like. This read felt more natural and authentic. I think you can also play with going warmer on one take. Really "romance the food" and take your time with it. Or maybe do an option that's more internalized like you're thinking to yourself. That will bring good variation to the takes and also keep the more grounded feel we're looking for.	Good	Good

MicheleMorgan_Threat of RSV	Lovely reads on this spot! You have a great voice for this type of copy. You brought a nice calm, reassuring tone, you sounded like you knew what you were talking about and came off very trustworthy. I thought your Take 1 was terrific. You sounded like the voice of a trusted doctor or pharماسist talking to a new mom. I would just have you smooth the read out a bit. I know some of the sentences are really long, but try only pausing at a punctuation mark. Your Take 2 sounded a bit too similar. If your Take 1 was coming from the point of view of a doctor of pharmacist, try one like mom talking to another mom. Maybe bring a bit more energy to it, or go brighter and less warm. Just something to showcase a little more range.	Great	Good
PaulOsoria_TopGolf	Excellent reads on this spot! I love the warm, velvety feel of your voice--it's great for something like this. You also brought great variation between the takes. I love the movie trailer quality you bring to this spot. I love opening and ending the script with that feel. I like that you lighten up a bit on the Captain America section. I think you can even go further with that. Bring in a bit more energy and family-friendly excitement in this section and then switch back into trailer voice. That'll show a playful whimsy that would be fun on this.	Great	Great
ReneePayne_TJ Maxx	These are really fun options! I loved the playfulness you brought to each take. I want to slow down your Take 1 a little bit. The sentences seem to run into each other and we're losing beats and nuancing. Just take a little more time with it. In your Take 2 I think you can even push the playfulness a little bit more. Try making some of the questions rhetorical, or even go a bit bolder with the attitude.	Great	Great
Tom Test_Titos	You have a fabulous announcer/movie trailer voice! I loved listening to your reads on this, but I think you may have misread the direction--you're supposed to be the guy in the movie, not the trailer voice. So I would have you relax the read a bit more--go a bit more gruff or macho with the read. Channel some of your favorite action heros--Clint Eastwood, Bruce Willis, even Arnold Schwarzenegger (maybe without the accent) and see what that does.	Good	Great