

International Electronics Brand Promotional Video

Client Brief:

“PASSIONATE, CONFIDENT, PLAYFUL”

We are looking for a breakthrough narrator - a strong voice with compelling delivery who can bring this piece to the next level with passion and playfulness.

Our VO tells a passionate story about breakthroughs in gaming—big and small—and how you just need to keep playing to hit your next one. We feel this will be most effective and easier to track if narrated by a single dynamic, confident voice.

Our narrator will start out relatively calm, amping up in intensity and passion as the script progresses. There will be emotional peaks and valleys throughout, but with a general upward trajectory in passion.

Casting specs:

- Gender Inspecific
- 20s/30s
- Passionate with a casual confidence
- Wide emotional delivery range
- Memorable, authentic & real - **NOT cut-and-dry 'radio voice'**, no over-performing
- Auditioning accents could be interesting
- We want to see a lot of diversity in terms of local accents, races, etc. This is a global spot that represents all gamers so we'd love to have a lot of diverse options in the mix.

References:

[*"Just Be Better" - Kendrick Lamar*](#)

[*"Possibilities" - Bradley Cooper*](#)

[*"Unlimited You" - Oscar Isaac*](#)

Audition Script:
Section 1/2

Hey Players!

Do you remember the rush of your first breakthrough?

That feeling is why we keep playing - from first try to final boss

There's personal breakthroughs And "don't take it personal" breakthroughs

There's breakaways

Breakouts

And breakneck breakthroughs

There's breakthroughs in creation

Innovation

And Annihilation

Some can be absolutely massive

Naw, bigger than that!

Bigger

BIGGER!!!

Whoa - now that's what we're talking about!

Audition Script:
Section 2/2

There's no limits to what you can do, when you've got the right gear

So welcome to the breakthrough era

The get-knocked-down-and-get-back-up era

The yo-how-did-you-DO-that? era

The KEEP PLAYING era

Let's freakin' go!

Your next breakthrough is just a play away

Play for the performance

The speed

The thrill

The dream

The win

The squad

Play for the culture

PLAY FOR THE BREAKTHROUGH

And once you hit it-you know what to do

KEEP PLAYING
