

CASTING BRIEF – Legally Addictive

SELF TAPE DEADLINE - 11AM FRIDAY 5TH DEC

Shoot Dates:

1 Day Shoot - Date TBC but likely the 7th or 8th Jan 2026

Location:

Exact location TBC – travel expenses will be covered.

Project Description:

Online Comedy ad for the brand Legally Addictive.

Sketch Summary's:

1. **Car** – Ken and Kylie hide in the car away from the kids and eat Legally addictive snacks.
2. **Hypnotherapy** – Ken is addicted to Legally Addictive snacks and the hypnotherapist (Kylie) tries to help.
3. **Psycho** – Psycho parody, Ken hides from Kylie in the shower so he can eat Legally addictive snacks.
4. **Zoom Call** – Kylie is on a zoom call with her Boss and can't stop snacking on Legally Addictive!

Character Descriptions:

IMPORTANT: ALL CHARACTERS REQUIRE AN AMERICAN ACCENT

- **Ken/ Boss – £400** - 30s–50s. American Accent. Bold, cheeky and funny. Lots of over the top physical comedy.
- **Kylie/ Therapist (English) – £400** - 30s–50s. Bold, cheeky and funny. Lots of over the top physical comedy.

See how to apply for a role on the next page.

Style & Tone:

Comedic, stylised, and over-the-top.

Usage:

Online / Social media advertising for Legally Addictive -

https://legallyaddictivefoods.com/?srsltid=AfmBOorgXk1zKgoz5HxU4hCJu-jmLcS8ODh8rz5Bht_dPfZGrhF-zGSW - we will not be paying additional usage fees.

HOW TO APPLY FOR ROLE

If interested in any of the roles please email a self tape to our Producer, Milly Rustom - milly@dirtyjack.co

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See below for script:

INT CAR DAY

We start the ADVERT mid passionate kissing (this will be very cartoonish and fake, no actual kissing needed!) between KYLIE and her partner KEN

They separate for just a second to get some air.

KEN looks around outside. There isn't a soul to be seen.

KYLIE

You know what I'm thinking?

KEN

Uhuuuh

They both grin/giggle

KYLIE

(whispers)

Quick, before we get caught - the kids are back in 5

KEN slowly lowers his head below frame, while KYLIE continues to look around.

KYLIE

I've been looking forward to this all week

The tensions cuts as KEN comes into frame, holding the LAF package. The package is opened. KEN snaps the cookie.

Both characters crunch a satisfying bite moaning.

CONT.

KEN

Oh yeah

KYLIE

So sweet...

KEN

So salty

KYLIE

You're killing me here

KEN

And the crunch...

Kylie moans once more

KYLIE

it hits all the right spots...

Police lights flare, a siren rings.

KEN and KYLIE both get a fright in lustful panic

KEN

Crap.

KYLIE

Hide them!