

## Part 1 - Warm Up:

1. Explain, in your own word, how the human liver works.
2. Tell us everything you know about Theodore Roosevelt.
3. To the best of your ability, explain the process of photosynthesis.
4. From memory, describe the exact contents of your medicine cabinet.

## Part 2 – Ways to Make An ‘UGLY’ Read:

- Adlibbing without changing the copy:

### **Innovation Footware**

*any ethnicity, must be confident, bold & authoritative. Must not sound like an announcer or a pitchman. It needs to be honest and genuine. The voice must have passion & excitement.*

WE HAVE BEEN LISTENING FOR FIFTY YEARS.

LISTENING CAREFULLY FOR THE SOUNDS THAT NO ONE ELSE LISTENS FOR. WHAT DO INCHES SOUND LIKE? WHAT DO SECONDS SOUND LIKE? OUNCES? WHAT ABOUT PAIN?

GLORY? EXPLOSIVENESS? STUBBORNNESS? THE SOUND OF WINNING?

DAMN. WE (F\*#KING) LOVE THE SOUND OF WINNING.

SO WE LISTEN FIRST, THEN WE MAKE.

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### **Bank**

*The voice must be authentic. Honest. Be told from a position of wisdom and care. The voice must NOT be an announcer. Rushed. Exaggerated. We are not selling something. We are sharing insight.*

These are our customers. Make no mistake; it is an honor to serve them. And if we truly believe in the character of service, then we must openly and honestly ask ourselves... in everything we do together... does this help or hinder our customer? Are we making their lives better, easier, in some way?

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- Body Language:

**Rubio's**

To the ocean. That mythical beast of ebbs and flows. A thing of such enormity to be calm and calming. In its deliberate surges and swells, over and again, waters carry the shrimp and the Pollock. Rains feed the river. The gulf. The tilapia. There will always be those ashore to wonder at it. Marvel at the bounty. And in the very order of things, boat some of it home. So raise a glass. A beer perhaps. To the ocean...

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**Fizzio**

*Our voice will be narrating a simple, yet captivating journey so we're looking for a distinct voice that has interesting qualities to tell our story. Needs to be optimistic, friendly/conversational. We're looking for someone earnest and authentic*

Whoa. This little bubble is on a big mission... to stir up the soda world. It's handcrafted... right before your eyes. Made with no preservatives or high-fructose corn syrup. Look out, world. There's a new bubble on the rise. Introducing Fizzio Handcrafted Sodas. Now at Starbucks.

- Spontaneous 'Flaws':

**Travelers**

This is Jenn. She is part of our catastrophe response team. She knows where to find hundreds of ladders and... thousands of tarps on a Thursday. At midnight. Because she bought them on a Monday. Six months ago. Need a tree service? She knows one. In fact she knows lots of them. She is the calm before the storm. And part of our commitment to be there for you when you need us most. Because insurance should be more than just a policy.

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## Part 3 – Tell Me, Don't Sell Me. What does it really MEAN?

- Have An Opinion:

### **KC Tube Empire**

Each year 17 billion toilet paper tubes are thrown away in the US alone. That's enough to fill the Empire State Building...twice. Now there's Scott Naturals Tube-Free Bath Tissue. Get the premium softness you need...without the wasteful tube. Toss the tube for good with Scott Naturals Tube-Free.

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### **McDonalds**

McDonald's new Chicken Flatbreads. An all out awesome combination of juicy, grilled all-white meat chicken topped with guacamole & pico de gallo, all tucked into a warm, toasted flatbread. Find your flavor. The simple joy of something new.

- Relax – Stop Trying to Convince Me of Something:

### **Art Institute**

The read should not have too much inflection or have a sales-y tone to it. It should not sound too ad-y. It should be natural & conversational, as if a motivated student was telling a potential student about The Art Institutes with passion and sincerity. At the same time, the read should be powerful. This is a creative school where creative individuals start successful careers. The opportunity & possibility of a creative education should come through in the energy. This is the beginning of a creative life & the tone should work well to convey that.

At The Art Institutes...Creativity is more than just a word.

It's a passport to a life less ordinary.

Here, we live for creativity.

We challenge you. We mentor you.

We give you the tools you need to succeed.

Because at The Art Institutes, creativity is more than just a word.

It's a chance to do what you love, for life.

Visit us at [artinstitutes.edu](http://artinstitutes.edu)

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## **The Walk**

*Strong, confident, conversational, non-announcer-y.*

Start a team. Join a team.

Walk to end Alzheimer's.

Visit [ALZ.ORG/Walk](http://ALZ.ORG/Walk) Today.

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## **Room to Room AVO**

*Mid-thirties to forties, natural voice that feels warm and familiar as opposed to a classic announcer or character voice. Robert Downey Jr., Matt Damon, or Patrick Dempsey.*

Multi-Room DVR from Optimum.

Record up to 15 shows at once.

Upgrade instantly on channel 905.

- Create Intimacy:

## **Hatch**

What if there were no rules?

No boundaries? No holding back?

If you had an open door. an open mind an open call for your best ideas.

What would you make?

Something crazy smart. Something dangerously good.

Something only you could think of.

Show us how it's done. And we'll show you support.

We're all in. Are you?

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## **Recover**

In the locker room we are all the same. Win or lose. We get what we need to come back for more. Gatorade Recover. 20 grams of Pro Caliber Protein. From the locker rooms of the pros, now in yours.

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## - Turn Your Script Into a Two Way Conversation:

### **Undefined**

*confident without being cocky. Energetic, but the kind of energy that comes with a great epiphany and not the kind of energy that comes from a can of Red Bull.*

Dear “Be-This-Not-That, Check-This-Box, Insert-Bio-Here, Better-Go-This-Way-Not-That-Way, Former-Rulers-Of-The-Universe.” We’re breaking up with you. You had a good run, but it’s over. Now it’s our time. Our time to redefine your conventions. Your preconceived notions of who and what you think we’re supposed to be. Because we no longer fear the unknown. We favor it. We no longer see boundaries. We break through them. We live free now, because now... now we live undefined.

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### **Hightail**

*Techy/educated. Friendly, but have some gravitas. We would like a flatter read, yet have some interest... Not traditional announcer.*

These professionals use Hightail to send, share, and store precious files. Hightail lets you see who, where and when your files are accessed. With unlimited storage, you have all your files all the time, on any device. And using Hightail is as easy as sending and receiving email. Join 45 million users and try it for free at [Hightail.com](http://Hightail.com).

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### **Gatorade**

*looking for a voice with some depth, power, while also being conversational.*

Sweat. It says, I was here. I worked here. It says I only have so much to give. Before I have to take. What I lose I get back. Sweat says...I earned this. Gatorade helps replace what athletes sweat out.

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