

Name: \_\_\_\_\_ Demo: \_\_\_\_\_ Date: \_\_\_\_\_

The following guidelines will be used to evaluate demos on this conference call. Please feel free to take notes or make as many copies of this form as you need.

1. First impression – length, delivery style, observations: 1 2 3 4 5 6 7 8 9 10

2. Production Value – use of music, SFX, audio mix, editing: 1 2 3 4 5 6 7 8 9 10

3. Recording quality: 1 2 3 4 5 6 7 8 9 10

4. Performance quality – interpretation, acting ability: 1 2 3 4 5 6 7 8 9 10

5. Variety – attitudes, emotional content, dynamics, range: 1 2 3 4 5 6 7 8 9 10

6. Track sequencing – flow, money voice at top: 1 2 3 4 5 6 7 8 9 10

7. Marketability – local, regional, national, niche market: 1 2 3 4 5 6 7 8 9 10

# How we use the 7 Key Demo Criteria:

Following are a few of the guidelines we'll be using as we evaluate your demo. Please keep in mind that our evaluations are only our observations and opinions based on our experience as voice acting coaches, directors, producers, and audio production specialists. You may receive differing opinions from other demo producers and coaches. In some cases we may recommend making some changes to your demo or that certain clips be re-recorded. We hope you find our evaluations helpful.

## 1. First Impression:

- Does this demo grab our attention from the beginning and continue to hold our attention as it progresses?
- Does it accurately reflect the type of marketing it is intended for?
- Is the length appropriate for the type of intended marketing?

## 2. Production Value:

- Is the demo production up to contemporary standards in terms of the style for the intended demo type?
- Are the clips well mixed, and is the editing tight and clean?
- If music and SFX are used, is their use appropriate for the copy and demo style?

## 3. Recording Quality:

- Is the recording quality up to contemporary studio standards?
- Is there variety in the types of "sound" for various clips, or does the demo sound like it was all recorded in the same studio on the same day, using the same mic?
- Is the file format appropriate and of high-quality?

## 4. Performance Quality:

- Is the voice talent's performance up to marketable standards?
- Is there variety in tempo, rhythm, phrasing, and dynamics?
- Are characters portrayed believably and with truth and authenticity?
- Does this demo effectively demonstrate the performer's acting abilities?

## 5. Variety & Attitudes:

- Does the performance show variety of emotion, attitude, and interpretation?
- Is the interpretation of each clip skillfully delivered?
- Are accents and dialects (if included) easy to understand and delivered appropriately?
- Are important words and/or phrases handled appropriately?

## 6. Track Sequencing:

- Are the clips sequenced effectively?
- Is the performer's strongest "money voice" at the beginning?
- Would a change in sequencing possibly make for a more effective demo?
- Does the demo maintain listener interest?

## 7. Marketability:

- Does this demo demonstrate competency and proficiency for its intended style?
- Does this demo clearly show the listener/talent buyer what the performer can do with a variety of copy styles for the intended demo genre?
- Is this demo "agent ready"?