NEWS1

When receiving information about new people, I always ask for a list of new recruit’s hobbies, sports, past employment skills and any certificates or volunteer work that they think would be useful for the agency to display on their profile. Actual life skills are often requested when being chosen for any work in film and TV, from background extras that may need to act like police or even librarians, cataloguing books. A recent example of this was Isabel Harkensee’s role on the current Salvos Stores TVC. She got this role predominantly because she is a likeable, mature age lady who we can all imagine working in a Salvos store. It just so happens that Isabel used life skills in her portrayal of the Salvos store worker as she has volunteered as a Salvos worker and also does Meals on Wheels volunteer work. Make sure your agent knows about all you skills so they can promote you to the best of their ability! (DGM Advertising – Salvos Stores)

NEWS 2

We were invited to supply father and son cast for the current Karcher TVC. For action in the television commercial, Helsinki Agency needed a dad and his teenage son to clean around their basketball court; so they could shoot hoops. The brief stated the pair needed great basketball skills as well as a family resemblance. Interestingly enough Mark Smith and Lars Vorlicek were cast. Mark coaches under 15 basketball and Lars plays competition basketball. These actors weren’t related but looked fantastically similar. With comic timing and expressions, basketball skills and acting ability, the campaign is a real success.

NEWS 3

Petros Gadara was cast the music video Believe 2013 by singer songwriter Clay Michaels. Petros was chosen because of his natural performance in his audition. Petros attributes this to his acting coach Peter Kalos from the Melbourne Actors Lab. The character played by Petros is unmotivated and jobless, on the verge of a break up. His girlfriend who loves and still believes in him has almost had enough, when a pivotal argument makes Petros’ character realise the important of their relationship and starts to try and turn his life around. The production by Shelling Entertainment is moving personifies the message in Clay’s music.

NEWS 4

Monarch Digital Creative approached the agency to cast the lead in their Jacksons View TVC. The brief was healthy male in his 40s, husband and father, with presenter experience. Guy Alexander is the depiction of this brief and has corporate video, lead role and presenter experience. Guy has also been involved in radio announcing so his voice is great for brand awareness. As the Jackson’s View Estate is in Drouin, there was travel involved and the shoot was completed on a weather hold day. To work in this industry you must have flexibility in your schedule and be prepared to travel to different locations, every time you work.

NEWS 5

Photographic advertising is so different to television work because the brand, mood and action must be captured in a single frame. Miss Bossy Boots, a well known Melbourne and Sydney based casting company contacted out agency. They were interested in organising some real characters for an SPC (Ardmona chopped tomatoes) stills shot, with Karen Martini. Karen Martini is a Melbourne celebrity chef and restraunteur so working closely with her is an experience that any actor would dearly appreciate and learn from. Ripleys Management Australia provided bikers and pilots and grandparents, a whole array of amazing looks that were enjoying their tomato based meal. I think it is important to note that every kind of look, character or other, has a place in photographic advertising.

CALLS TO ACTION

PIRATES: We’ll shoot you with film!

3 ARMY GUYS: Do Comedy with Legends like Shaun Micallef

Melbourne Uni Still of Ben Johnson: Be the Face of A brand

Country Racing Victoria: Stand Out or be part of the Crowd