

Characters and casting.

A genuine bunch.

Characters are the heart and soul of our films, so casting the right ensemble will be key. We want a **family** that feels **genuine**, with bonds that read real and intimate, even in the everyday kind of interactions we have in our scripts. A group that matches seamlessly, but each with their **own style and personality**. A modern family that respects their differences and **sticks together** through thick and thin.

With a **hispanic look in mind**, we imagine: a smart, hard-working **Mom**, an attentive **Dad** who loves to pens time with the family, a loving **Grandpa** who's also a bit of a techie, and the teenage **Son and Daughter**, witty and cheerful. And as for the **Pharmacists**, we are thinking of warm women in their thirties, with kind smiles, to embody the CVS spirit. We will work with our Casting Coordinators to find these characters, but we will also team up with Wardrobe, Hair and Make Up in order to create a solid look for each of our family members, but also one that blends naturally with the style and energy of our actors.

Fresh performances.

Here in Buenos Aires we have a very big and **diverse pool of talent**. There are lots of skillful actors with experience, that can deliver natural performances while going through the motions of our on- camera blocking and choreography. **We feel that a genuine vibe and fresh performances full of energy are key**, as they will set the tone for the whole campaign, and set it apart from stiff, overly posed spots. The Unreal Engine technique works perfectly to our advantage, opening up the opportunity to maximize our time with the talent, looking for those **spontaneous performances**, working on the subtleties of the gestures, the looks, the energy and all **that's unspoken in the interactions of our family**.

Casting / Family

