

THE KROGER: SOCIAL SAFETY CASTING SPECS - July 17-25, 2020

Casting A Diversity of Customers/Talent of all ethnicities & types who are legally between the ages 25+ years to 55 yrs. We will be requesting them to do Self Submissions by self-taping & or by using Zoom to introduce themselves to us for this in-house Kroger's social media project happening between dates; 7/17 - 26/2020. It would be only for Kroger's Social Media Stores!

You must like getting your picture taken or being video for in store social media campaign. A 100 Kroger Family Gift Card would be given to each person that is booked & filmed for this Social Media Campaign. Read on for the details!

Filming in the SD & LA, Ca Kroger Stores between July 27 to August 14, 2020

CASTING CUSTOMERS ... We don't want talent to read or lean on any script for this, instead we would like them to answer a few questions related to their experience of shopping and safety at Kroger. Talent who are really customers should use the Provided sample questions 1 to 10. Talent should answer these questions in an authentic and sincere way – Talent / Customer must be self-taped & only upload to the following emails listed within this casting notice. We are asking that the talent/customer will only upload their interview by using a vimeo link or you-tube link (format). Please do not use any other video platform. Send all links to both emails at the same time & include your name and cell number in the body of the email. Please have the customer or talent to cc themselves on the send emails too: Send only to these two emails: warrensamuel777@gmail.com & swarren07@live.com & cc should be done by whoever is sending the links.

All Talent must say everything as requested on the list 1-10 - on-camera in the order given below. The Self taping or Zoom or Eco Cast of Kroger Customer's Casting Audition will be reviewed by the Kroger Company. Customers selected by Kroger Company will be paid with a \$100.00 Kroger Family of Stores Gift Card!

- 1.) All Talent is to give their Name
- 2.) Give the name & their contact cell number
- 3.) The customer / talent is to confirm that they do shop as a customer at a KROGER: STORE.
- 4.) What is your favorite part of shopping at (local Kroger store name)?
- 5.) What made you feel safe and comfortable about shopping at (store name) today?
- 6.) How does it feel to be shopping again?
- 7.) Who is your favorite associate? & How do they make you feel safe in-store?
- 8.) What's the first thing that comes to mind when you think of Kroger?
- 9.) Did you notice anything specific while shopping?
- 10.) What has changed in-store that makes you feel comfortable shopping

Note - Casting for Real Kroger's Customers for the San Diego & LA, Ca Stores for Social Media Project – You can call Casting Director Samuel Warren Jr. for more details at 619 823 2378 or warrensamuel777@gmail.com & swarren07@live.com