

The Kroger's Social Media project: New Year: SHOPPER PERSONAS



Casting Talent for Kroger - CSA Casting Director Samuel Warren Jr. Cell: 01 619 823 2378 – www.samuelwarren.com

Casting Talent for social media campaign for Kroger

1. Casting Talent from Los Angeles & San Diego – Deadline by 12:30 on Friday, 11/19
2. Casting Males (Genders) & Females (Genders) with age range from 25 through 30's, or 55+ with everyone submitting showing big personalities. The talent selected must be able to say lines On-Camera and have no foreign accents. All ethnicities will be considered.
3. Also casting talent who have kids ages 6 -10 yrs. (with an entertainment work permit) and would be also natural and good on-camera. The children between 6 & 10 should be able to say lines and should not have any foreign accents.
4. Casting talent who are and are no customers. If the talent are actual customers of Kroger stores or their family of stores (Baker's; City Market; Dillons; Food 4 Less; Foods Co; Fred Meyer; Fry's; Grebes; Jay C Food Store; King Soopers), that's a plus.)

How to Submit talent's individual video links for this casting. Please do the following or your submission will not be reviewed and accepted. Follow the Instruction as indicated, thank you!

- 1.) Note: TALENT CAN ONLY SEND IN A SELF-TAPE LINK that is either sent in as a Vimeo or You-tube link, but Do Not use "We Transfer" or "Google" or "Any Other" downloadable file. Submit Your You-tube link or Vimeo Link without a password or code and leave it up to watch until Nov. 29, 2021. Send your self-tape link to the following emails: To: swarren07@live.com & cc: warrensamuel777@gmail.com and cc: warrenjrsamuel456@yahoo.com & the talent & or their representation.
- 2.) Please have performances be short and sweet as they do the following on camera for the client.
- 3.) The Deadline is before 12:30 PM this Friday Nov. 19, 2021!
- 4.) Slating procedures: Name, role, and an age for the kids, if the kids are being submitted with their parents. The talent must tell us what city they are living in and the store, if they are a Kroger's customer of any of sister stores where they shop. (Kroger's sister stores: Baker's; City Market; Dillons; Food

4 Less; Foods Co; Fred Meyer; Fry's; Grebes; Jay C Food Store; King Soopers), that's a plus.)

- 5.) Talent should only submit for one role and not for more than that.
- 6.) Include into the body of the submitted email should be the talent's name, self-tape links, their current talent's photo and a full or half body selfie of themselves. If they have children 6 to 10 include them in the selfie photo.
- 7.) If they have children 6 to 10 years of age, they must have current work permits.
- 8.) Written within the body of the submitted email is the talent's date of availability. Please indicate this information in the body of the email along with what city they live in. Indicate the dates of availability between Nov. 29 to Dec. 6, 2021. Do this in writing in the email and On-Camera also within the talent's slate!
- 9.) Indicate the role being the talent is being submitted for.
- 10.) The Rate for working is \$1000.00 + 20% for their representation if the talent has one. (Pay is for agent or manager but not for both)!
11. There will be no travel or no additional expenses or no hotel accommodations for this job. The rate is final and if submitting for this job the talent and their representation have agreed to these terms!
12. Usage: For social media in perpetuity.
13. Casting Over 11 Roles Please read below- Rate \$1,000.00 + 20 for their agent!

Requested Roles Listed below & follow submission instruction above!

- (1.) Cast 6 different Kroger shopper personas that are fun, relatable, and recognizable. Slate with the talent's Video being short and shot with minimal dialogue, so actors must be able to convey personas with big body language, without being too over the top.

Personas: (1 -6)

- (2.) Phone a Friend (Submit Photo of Talent and their hands too)

This is the shopper who Facetimes their significant other or calls their roommate while they're roaming the aisles unable to find what they're looking for.

Slate as indicated within the instructions then talent should talk to the camera about their shopping at Kroger stores (improvised). They can act as if they are face time with a friend over their shopping at Kroger, what they are buying or going to buy or looking for!

(3.) Savings Seeker Role (Include a photo of your hands, like within the photo)

Determined to find the best deal on every item, the Savings Seeker is either pulling every paper coupon hanging in the aisles or comes to the store armed with a stack of coupons they've cut and collected



Phone a Friend



Savings Seeker



On a Mission

from home. If you're going through the checkout line behind them, be prepared to be amazed at the stack of coupons they've amassed.

Slate as indicated. (After the slate) Talk to the camera above about those benefits. You can adlib /improvising regarding the coupons at Kroger or how they benefit you as the customer.

(4.)On a Mission Role

You can spot this shopper because they're usually making their way down an aisle at warp speed. This is the person who doesn't have time to shop, but here they are. They're bound and determined to make it from aisle 6 to aisle 7 in under 12 seconds flat. Could be a solo shopper, or a parent with a young child.

Slate with your information as request and then talk about how you are always in a hurry to shop at Kroger's.

(5.)Label Checker Role

Before an item gets put in this shopper's cart, they're making sure that they've thoroughly reviewed the nutrition label. Slate with your information as request and then talk about how you are always label checking.



Label Checker



List Loyalist



Produce Perfectionist

(6.) List Loyalist (Role)

This shopper meticulously writes down everything they need for the week ahead on their shopping list. Whether they remember the list when they go to the store? Well, that's a different story. Slate with your information as request and then talk about how you are always in a loyalist Kroger's.