

# mel and liz

## CASTING

### PRODUCTION COMPANIES (PARTIAL LIST):

CAVIAR	BOB INDUSTRIES	WONDROS
FUNNY OR DIE	RADICAL MEDIA	GREAT GUNS
GORGEOUS	FORM	PROLOGUE
BISCUIT	GARTNER	RSA
THE ARTISTS COMPANY	GIFTED YOUTH	BACKYARD
BELIEVE MEDIA	HSI	SMUGGLER
DUMBDUMB	HUNGRY MAN	SUPPLY & DEMAND
BRAND NEW SCHOOL	NONFICTION	VISUAL CREATURES
A52	PRETTYBIRD	MJZ
CROSSROAD FILMS	LOCKSMITH CONTENT	THE JONESES
ANONYMOUS CONTENT	BULLITT	

### DIRECTORS (PARTIAL LIST):

JASON WINER	MARK ROMANEK	MATTHEW ROLSTON
DAVID CAMERON	FREDRIC PLANCHON	PEGGY SIROTA
DAVE RAMSER	DAVID O. RUSSELL	JESSE DYLAN
MATT PIEDMONT	MATT & OZ	CHRIS NELSON
TIM & ERIC	JIM GARTNER	JOSH MILLER
LEONARDO RICAGNI	EDEN TYLER	GUY SHELMEKDINE
GREG MAYA	MICHAEL CUESTA	JOHN WATTS
BRUCE HURWIT	BEN BLANK	JOSH TAFT
VISUAL CREATURES	DAVID MCNAMARA	JOHAN SKOG
TIM K	MATT KIRSCH	ROB SANDERS
FLORIA SIGISMONDI	ELIZABETH BANKS	SAM JONES
ZACK SNYDER	SCOTT GAIRDNER	ANDY HALL
LUCA MARONI	SCOTT VINCENT	PETER THWAITES
JONAS ARNBY	LARA SHAPIRO	ERIK MOE
JESSICA YU	JOAQUIN BACA-ASAY	JASON WOLINER
NICOLAI FUGLSIG	BARBARA KOPPLE	HARRY COCCILO
JAKE SZYMANSKI	JONATHAN NOTARO	ANGUS WALL
OMRI COHEN	STEVEN DILLER	ROB COHEN

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### COMMERCIALS (PARTIAL LIST):

CHRYSLER	T-MOBILE	NIKE
HILLSHIRE FARM	GERBER	PIER ONE
VIRGIN MOBILE	BASKIN & ROBBINS	TOYOTA
ST. IVES	CHARLES SCHWAB	HONDA
NEUTROGENA	MILWAUKEES BEST	STATE FARM INSURANCE
CLEAN & CLEAR	COORS LIGHT	COLGATE
LUBRIDERM	DOMINOS	EHARMONY
HERSHEY'S BLISS	MCDONALD'S	NINTENDO
PHILOSOPHY	DODGE	OSCAR MAYER
KENMORE	BUDWEISER	VERIZON
ROSS	CENTRUM	COOL WHIP
TJ MAXX	PAMPERS	KMART
COKE	US AIRWAYS	HANES
LEXUS	LAUGHING COW	WALMART
MERCEDES	CHEERIOS	KRAFT/PHILLY
SEARS	ACUVUE	3 MUSKETEERS
PANTENE	MOTOROLA	NIKE/FOOT LOCKER
TARGET	PRINGLES	HTC
AVEENO	AMERICAN AIRLINES	TEMPUR-PEDIC
OLD NAVY	ORBIT	BARE ESCENTIALS
JCPENNEY	FRUIT OF THE LOOM	DOVE
LG	KIA	CHEVRON
DIET DR. PEPPER	ACURA	PENNZOIL
TACO BELL	LIQUID PLUMR	ANTHEM BLUE CROSS
CRESTOR	PINE SOL	US ARMY
VYTORIN	FARMERS INSURANCE	BURTS BEES
GENERAL MILLS	BUICK	SAMSUNG
JOHNSON & JOHNSON	SUBARU	PROACTIV
PEPSI	WENDY'S	PAPA MURPHY'S
DIGIORNO	FIAT	SHOUT
SKECHERS	SUNRUN	AT&T U-VERSE
VW	JOCKEY	ZIPLOC
NISSAN	PS4	BIC FELX 5

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### REAL PEOPLE CASTING (2010-2015)

**SAMSUNG** – CAST REAL SAMSUNG NOTE 3 USERS AND PEOPLE THAT RECENTLY SWITCHED FROM THE IPHONE TO A SAMSUNG SMART PHONE.

**JOHNSON & JOHNSON** – CAST REAL HISPANIC FAMILIES FOR THE JOHNSON & JOHNSON “LA FAMILIA DE HOY” CAMPAIGN.

**AVEENO** – CAST REAL FATHERS AND SONS FOR AN AVEENO MENS SKINCARE LINE.

**CHRYSLER/DODGE/JEEP/MASERATI** – CAST REAL PEOPLE IN DETROIT, NEW ORLEANS AND SAN FRANCISCO FOR THE SUPERBOWL CHRYSLER SPOTS STARRING EMINIEM, CLINT EASTWOOD & QUIVENZHANE WALLIS.

**WALMART** – CAST WALMART ASSOCIATES & CUSTOMERS THROUGHOUT THE US, FOR A SERIES OF GENERAL MARKET AND SPANISH MARKET COMMERCIALS.

**PROACTIV** – CAST REAL TEEN PROACTIV USERS FOR THE ENGLISH & SPANISH LANGUAGE MARKETS

**NEUTROGENA (CLINICAL)** – CAST WOMEN BETWEEN THE AGES OF 35 – 50 WHO WERE WILLING TO TALK ON CAMERA ABOUT THEIR AGING SKIN - CROWS FEET, FINE LINES, AND SAGGING. ASKED THEM TO PARTICIPATE IN A 6 – WEEK PRODUCT TRIAL WHICH CULMINATED IN FURTHER TESTIMONIALS.

**KRAFT** – CAST NATIVE SPANISH SPEAKERS WITH GREAT PERSONAL STORIES FOR KRAFT’S SPANISH MARKET CAMPAIGN.

**CHEVRON** – CAST CHEVRON EMPLOYEES LOCAL TO SAN RAMON & BAKERSFIELD (CA), PITTSBURGH & UNIONTOWN (PA), AND HOUSTON (TX) AS WELL AS REAL PEOPLE FOR MULTIPLE CHEVRON CAMPAIGNS.

**DIRECT ENERGY** – CAST IN HOUSTON, LAREDO AND ABILENE (TX) FOR REAL DIRECT ENERGY, CPL & WTU ENERGY USERS AND THOSE WILLING TO SWITCH.

**TEMPUR-PEDIC** – CAST FOR MULTIPLE TEMPUR-PEDIC CAMPAIGNS IN NY, MINNESOTA & LOS ANGELES. SEARCHING FOR REAL OWNERS TO GIVE TESTIMONIALS ABOUT THEIR EXPERIENCE WITH THE BRAND.

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**DOVE** – CAST REAL WOMEN, YOGA INSTRUCTORS/ENTHUSIASTS AND WAITERS FOR DOVE'S CAMPAIGN FEATURING ACTRESS RASHIDA JONES.

**PENNZOIL** – CAST REAL PENNZOIL MOTOR OIL USERS WITH VINTAGE CARS, MUSCLE CARS AND DRAG RACERS FOR AN ONLINE CAMPAIGN.

**STEIN MART** – CAST LOYAL STEIN MART SHOPPERS TO BE PART OF STEIN MART'S NEW COMMERCIAL CAMPAIGN.

**VIRGIN MOBILE** – SEARCHED FOR 2 PEOPLE ON THE BRINK OF STARDOM WHO WOULD BE MARKETED TO BECOME FAMOUS. LET'S SEE IF IT WORKS.

**BEAR NAKED GRANOLA** – CAST PLAYERS OF OBSCURE SPORTS (DOWNHILL WIND SURFERS, CIRCLE RULES FOOTBALL PLAYERS & BIKE POLO TEAMS) FOR BEAR NAKED'S NEW CAMPAIGN.

**QUAKER STATE** – CAST REAL VALUED & LOYAL QUAKER STATE CUSTOMERS WITH UP TO 300K MILES ON THEIR CARS.

**ANTHEM BLUE CROSS** – CAST ANTHEM EMPLOYEES IN A MULTI-STATE TOUR FOR A SERIES OF UPCOMING NATIONAL COMMERCIALS.

**TOYOTA** – CAST REAL TOYOTA COROLLA AND CAMRY DRIVERS AS WELL AS THOSE LOOKING TO PURCHASE, FOR A SERIES OF TELEVISION COMMERCIALS. INCLUDED IN-HOME INTERVIEWS AS WELL AS STUDIO INTERVIEWS.

**US ARMY** - CAST REAL SOLDIERS ON MILITARY BASES THROUGHOUT THE UNITED STATES FOR US ARMY COMMERCIALS. CONDUCTED IN – DEPTH INTERVIEWS OF HUNDREDS OF SOLDIERS AND THEIR FAMILY MEMBERS IN A MULTI – CITY COORDINATED CASTING EFFORT.

**PAMPERS** – CAST PREGNANT WOMEN AND WOMEN INDIGENOUS TO COUNTRIES AROUND THE WORLD WHO HAVE 15 DAY OLD NEWBORNS AND TODDLERS.

**ARUBA TOURISM BOARD** – CAST IN ARUBA, FOR A CAMPAIGN CENTERED AROUND COMEDIAN LEWIS BLACK. ASKED TO FIND LOCAL ARUBANS IN VARIOUS FIELDS OF TOURISM: WEDDING PLANNERS, MASSAGE THERAPISTS, WINDSURFERS,

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CHEFS, MUSICIANS, BARTENDERS, YOGA INSTRUCTORS, ETC.

**CLEAN & CLEAR** – CAST REAL LAB TECHNICIANS WHO WORK IN THE FIELD OF DERMATOLOGY. LAB TECHS NEEDED TO BE CLINICAL AND SCIENTIFIC BUT STILL PERSONABLE, WITH EASE IN FRONT OF THE CAMERA.

**NEUTROGENA (SKIN ID)** – CAST TEENAGERS TO YOUNG ADULTS WHO SUFFERED FROM SEVERE ACNE PRONE SKIN, TO PARTICIPATE IN A 6 – 8 WEEK PRODUCT TRIAL. THEY WERE ASKED TO TAKE BEFORE & AFTER PHOTOS AND GIVE TESTIMONIALS. SPOTS WERE WITH NEUTROGENA SPOKESPERSON HAYDEN PANETTIERE. ALSO ASKED TO FIND REAL BOARD - CERTIFIED FEMALE DERMATOLOGISTS, WHO WERE EXCITED ABOUT REPRESENTING THE BRAND, NOT ASSOCIATED WITH ANY OTHER PRODUCT LINE AND WHO WERE NATURAL AND COMFORTABLE ON CAMERA.

**BURT'S BEES** – CAST REAL FEMALE DENTISTS, SPA OWNERS & CLINICAL RESEARCHERS BETWEEN THE AGES OF 30 – 45, WITH CHILDREN, TO REPRESENT THE NEWEST PRODUCT IN THE BURT'S BEES PRODUCT LINE. PEOPLE NEEDED TO BE ATTRACTIVE, WELL SPOKEN AND INTERESTED IN HOLISTIC, NATURAL PRODUCTS.

**ACUVUE** – CAST A SERIES OF 6 CAMPAIGNS FINDING PEOPLE WHO NEEDED CONTACT LENSES, BUT DIDN'T KNOW THEY NEEDED THEM. YES, YOU READ THAT CORRECTLY.

**ONE TOUCH** – CAST A SPANISH MARKET SPOT CENTERED ON REAL DIABETICS IN THE MIAMI AREA, WHO TREAT THEIR CONDITION WITH INSULIN INJECTIONS - NOT PILLS. SUBJECTS HAD TO SPEAK UNACCENTED SPANISH AND BE NATURAL AND PERSONABLE ON CAMERA.

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