

Hi everybody,

Please see brief below - looking for real people. Actors or non actors can apply.

NEW YOUI Campaign

CASTING BRIEF:

We are looking for REAL people - interesting, diverse people of all ages and ethnicities for a new YOUI campaign.

Applicants must have in their name; a current HOME AND CONTENTS and HOME full insurance with any insurance company.

We do NOT want you to be a YOUI customer! Must have insurance with another insurance company. Preferably got new insurance in last 6 months.

This new campaign will outline what you can save if you switched to YOUI and will be shown nationally for 12mths.

This is a NON- SPEAKING role. We would however like to use your first real name and will show any real savings that you make once we compare policies.

If you are interested can you please send a photo of yourself & a copy of your full insurance policy so we can compare your existing rates with the YOUI rate. It is important that your insurance needs to have been purchased or renewed in the last 6 months or is about to be renewed and you have made NO claims during the last 6months.

Shooting: We would need you for one to two shoot days from the week commencing 4th December in Sydney

Media buyout: 12mths: FTA, PayTV, internet, OOH and Apps for Australia only

We would make 1 x 30sec and 4 x 15secs, 1 x 10sec for each person. We are looking at casting 7 Hero people

Fee: \$4,000 per person for 1 x 10hr shoot day

Additional days @ \$1,000 per day

Feel free to pass on the brief out to friends, family members – anyone wants to have ago!

NB: We will need to see a photo of the applicant and a full copy of any policies for home, building or car insurance first. If you email me these policies and photo first, we will then do a comparison with YOUI and bring you in for casting later. Please email to suzanne@cmtalent.com.au

Please provide the name and contact details for each person....so Youi can call them to follow up if necessary.

Cheers,

Suzanne Barr

Director, Action Acting Agency & Central Melbourne Talent