

## PROJECT HAIRDRYER

### **CASTING WOMEN WITH LONG HAIR**

*Client is casting New York talent only!*



**Description:** Everyday consumer with relatable lifestyle. Into Gen Z culture + fashion. Bubbly, colorful and authentic. High-impact "Big Personalities." Expressive facial reactions, and "get ready with me" (GRWM) storytelling.

*Social media experience is a plus but not mandatory!*

**Slate:** First name, last name. City.

### **THE SELF TAPE:**

**Improv in the following scene as though you are doing a hair tutorial for your social media:**

You're styling your hair as if doing a hair tutorial video for your social media. Tell us how much you love your favourite hair dyer and other products you use with it.

You wrap your video by showing us your final look when your hair is dried. Tell us how fabulous you feel!

*Deliver your reactions naturally. Avoid scripted and 'infomercial-y' reactions.*