

Heather does not see a big difference between corporate and commercial castings, because corporate clients (pharma, etc) are becoming more authentic with their advertising. There are also more human elements with corporate training videos. She likes when personality and comfort come across on slates. Being relaxed, tone of voice and authenticity matter to her when casting. She is adamant about not submitting for auditions, if you do not fit the role requirements. Heather uses Backstage when casting. Update your accounts to include your technical skills.

Heather emphasizes that branding and marketing are about brand building on different mediums. Her relationships with production companies are very important {KoiFly and Center City Film & Video are frequently used). She likes to build a dynamic on set, so be authentic with your auditions. She may get up to 50 submissions per role and auditions that rise to the top are creative. Include your family in your audition to create a real situation. Testimonials, referrals and reputations also matter greatly. Group units are in demand now with Covid restrictions. Castings are done via Zoom and live tapings. There is also more virtual filming so be sure to include your skills when applying and submitting for auditions (green screen savvy, tech and teleprompter skills, voiceover equipment, hair and makeup expertise, wardrobe availability, etc).

Regarding pharmaceutical scripts, Heather says we should be exact with wording when auditioning and filming. This industry is regulated and has many legal details to avoid conflicts with competitors, etc. Be sure to read all talent releases before signing and should you have a problem address your issues early in the booking process to avoid conflicts. Look carefully at the usage and terms of the production. If these are not clearly spelled out, ask for more specifics. All parties should be fair. When submitting for auditions, she has no preference with represented and non represented actors.