

## **Competition Tips**

### **TV BEAUTY AND TV REAL PEOPLE COMMERCIAL**

There are two categories of the TV commercial competition at IMTA - TV "Beauty" Commercial, and TV "Real People" commercial.

TV beauty is a commercial for any health or beauty product, and traditionally is done by a model; hence that commercial is the requirement for the Model of the Year category.

TV Real People commercial is a commercial for anything other than a health or beauty product, and where we normally see actors and accents and characters - i.e Flo from Progressive or Jake from State Farm - And is the requirement for the Talent of the Year category.

In both cases, it is a "spokesperson" type commercial, where the actor will be delivering lines straight to camera, And acting like they are telling "someone" they like, about "something" they like. This way, you can make your script sound like "conversation" as opposed to just random information, and make it sound like you are "telling" as opposed to "selling."

For both of these commercial performances, the actor will stand on a mark, look at the camera awaiting their cue with a smile, and when given the "Action" cue, deliver their lines to camera as naturally and believably as possible, and then holding their last moment till they hear the word "cut" - as you are not done acting when you are done talking, you are done acting when the camera is off. That will be indicated to you when the camera-op says "cut."