



ZAPP'S
"Feel the Off Beat"

This is a commercial for Zapp's chips. Storyline: In a New Orleans park, a man opens a big of Zapp's chips and the unique flavors of the chips transport him out of reality into an impromptu dance party on the street. He's confused, but hears the music, sees the dancers and feels a strange pull to join in. Later he plops back down on the bench. A cool and hip older woman is there reading a newspaper. She has a bag of chips too. She's had this experience before and they share a knowing look and smile.

UPLOAD TAPES HERE:

<https://www.dropbox.com/request/SuKvVcAp6Um8xQ3uP44G?oref=e>

SUBMISSION DEADLINE IS THURSDAY 2/22 at 8am

STYLE: This older woman is vibrant and vivacious.

Here are a few reference photos for style. Don't worry if you don't have something like this to wear for your audition, the wardrobe department will style you on the day if you book the role.



HOW TO AUDITION:

You will need to tape a slate video and the scene.

SLATE (Label the video SLATE)

- Name
- Height
- City and State
- Are you Local Hire to New Orleans?
- Are you fully available to shoot on **THU 2/29/24?**
- Phone number and email address OR the name of your talent agent if you have representation

SCENE (Label the video SCENE)

You **SITTING** on a bench. **READING** a newspaper. A young man plops down next to you (after having a wild, musical, Zapp's fueled flavorful experience. An experience you've had many times before.) See him sit down and **GIVE HIM A WINK** or knowing look or nod. Then **OFFER HIM** another chip and enjoy that you can share the journey with him. (See storyboards)



Description

Wide Shot. We establish an older lady sitting next to our hero. She is reading a newspaper. Our hero looks over at her.



Description

Extreme Close Up of our newspaper headline. Headline should be referencing the dancing we've just seen.



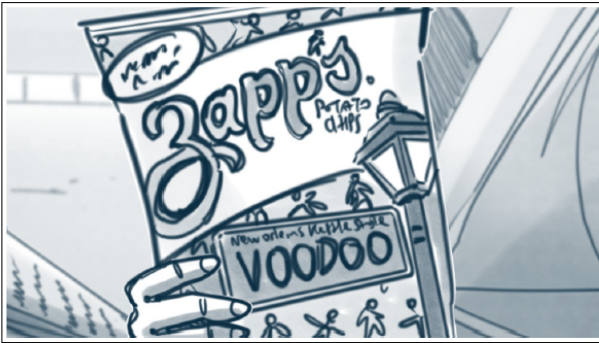
Description

Medium To Close Up Shot. An over the shoulder shot of our hero's reaction to the newspaper.



Description

Medium shot of our old lady. She shifts her paper to reveal a bag of Zapp's Voodoo chips.



Description

Extreme Close Up on the bag of Zapp's Voodoo chips.



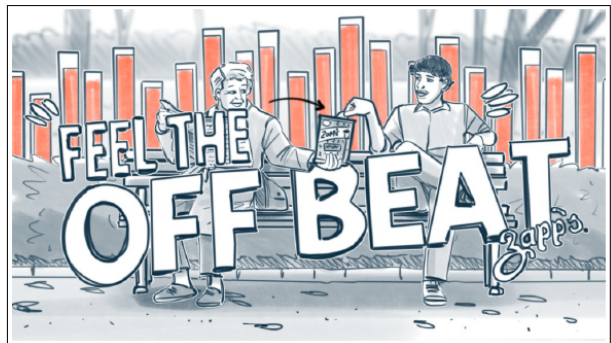
Description

Close up of our old lady's face after the reveal. She gives our hero a wink as our **bounce music kicks back in**. Our VFX scribbles appear around her face.



Description

Medium Close Up of our hero. We see the Zapp's bag in the foreground as he smiles at the surprise. The bounce track continues to be play.



Description

Wide Shot. We pull out on a two shot of our hero and the old lady sitting on the bench. We see the VFX piano keys appear over our bounce track as the **Feel The Off Beat** font appears in large type in the foreground. We close on a push out as our old lady offers our hero a delicious Zapp's chip.