

Diageo Captain Commercial info

Dress: Casual

Open to all Ethnicity

Overall we're looking for performers with the ability to naturally deliver the subtle expressions. They should look like "real" people: appealing and attractive, but not supermodels.

Mark: Early to Mid 30's - Mark should seem like an everyday guy from Cape Breton, St. John's, Moncton, and many other places from the four provinces. An every day Atlantic Canadian. This is a nice, down-to-earth guy, who works hard, plays hard, and like most people in Atlantic Canada, is welcoming. He's an everyman type who presents as reliable and trustworthy.

Bill - Early to Mid 30's - Bill should have a business-like/formal energy, as if he just was transplanted to Halifax from Bay Street. He's not entirely relaxed, and hasn't shifted gears to the different speed of things here. Rather than being as laid back and comfortable in his own skin as Mark, Bill should appear a little more image conscious. Someone like Pete Campbell from Mad Men, or Adam Scott's character in Parks and Rec would add that right type of energy.