

## LITTLE GIANTS

### SPEC:

#### *Desired Characteristics*

1. *Both male and female voices*
2. *Females should sound a bit gruff. maybe a little deep. raspy. we want texture.*
3. *Males should deviate a little from the expected deep advertisement voice*
4. *We want people who don't sound like they were born to do manifestos, but are a surprisingly good fit*
5. *They should sound energetic and fresh, but mature. 30 to 45 years old. the words are weighty; we want someone who can elevate them with warmth and lightness.*
6. *The voice should sound trustworthy*
7. *They should have range of intensity. Be able to deliver lines soft or strong.*
8. *We want attitude and gravitas. People should listen when they speak*

*Examples that dance in the right arena for females are: Emma Stone, Britt Marling, Kate Moennig, Karen O, Pink, Hilary Swank, Sophia Bush, Ani DiFranco, Kat Von D, Julia Stiles, and Natalie Portman*

*Good reference of female vo in this type of ad <http://www.youtube.com/watch?v=2YyvOGKu6ds>*

*The best examples of tonality for males are: Aaron Paul or Joseph Gordon Levitt, Shia Labeouf, and Garret Hedlund*

### SCRIPT:

**In the old days**

**There were wagons.**

**They were bait for the safe.**

**You could fill them with family...**

**And with cargo...**

**And with whatever else wagons were meant to hold.**

**But they had no room...for your style.**

**Until now.**

**Introducing the rethought**

**Redesigned**

**And redefined wagon.**

**Your wagon is waiting.**