

FOR ALL YOUR LOVE

SPEC:

Female

We're looking for a woman who feels caring and compassionate, but modern. Someone with the wisdom of an experienced mother. Someone who's reassuring, honest, thoughtful. A good storyteller, with a great sense of nuance and timing. This mom needs to have a sense of maturity but not be old sounding. Voice wise, something that's warm and inviting but projects and stands out while remaining conversational. Not matronly. Not old. Not grandma. Not cutesy. Not romantic. Not breathy. Someone who can speak to all of us, because she is all of us.

Male

We're looking for a guy who feels concerned and compassionate. Sensitive in a manly way, not effeminate. Maybe he's an artist or musician with a good sense of empathy. Someone who's seen the human condition. Someone wiser than his years .A good storyteller, with a great sense of nuance and timing. Voice wise, something that's warm and inviting. A voice that can stand out from a music bed, while remaining conversational. Not an old man. Not grandpa. Not an announcer. But someone I trust.

Additional Info:

We want to *believe* the copy not have it *read* to us. Natural pauses and thoughtfulness to what is being said is key. Consider including a read close to microphone with less projection as an option for submission. Perhaps consider a "narrative" style read....

SCRIPT:

Love.

It's the most powerful thing on the planet.

Love is there to hold us in the beginning.
There to comfort us as we grow old.

And there for all the times in between.

Love is family. Love is life.
For love, you give your all.

So we'll always be there.

For the tiny and the fragile.
For the wise and irreplaceable.

For all the things in your life...
...that make life worth living.

For all you love.
Johnson & Johnson