

We have been asked to cast a TV commercial for a well-known dog food. The director is really keen to use real families, with their pet dog(s). If families are interested, but do not have a dog, we would still love to hear from them as we are able to bring dogs in to pair up.

The scripts will be very beautifully shot & we will see the families just doing normal things, such as playing on the beach, or perhaps walking in the countryside. Previous experience is not necessary – as long as the family is reasonably confident in front of a camera.

Myself & Tina will be travelling up to Kendal for a couple of days to scout suitable families. We aim to arrive tomorrow (Weds) just after lunchtime.

What would be fantastic is if you could perhaps contact any parents that may be interested & let them know we are arriving. We will have flyers to hand out after school & can answer any questions. The families would then just need to e.mail us pictures of the whole family & the dog (if they have one) which we can show to the director. These photos are only used for casting purposes & will not appear in any campaign. If we have most of the family at the school, we can of course take a few photos ourselves if this is easier.

The shoot will take part in the first week of March 2011 & the families will only be required for one day (may even be a half day). Anyone chosen to participate will also receive a fee. For a family of four, we expect this to be in the region of £2000. The shoot is likely to take place around the Kendal / Windermere region – although we may travel slightly further, depending on which location is confirmed.