Casting Brief

[Advertising Agency] and our clients are committed to actively ensuring people from all backgrounds and groups in society are represented inclusively in our advertising, working with all our production partners to achieve this, and doing our part to support continued positive change in society.

A diverse range of talent should be called for this casting, through non-traditional casting methods where required, and considered equally for any role. Every effort should be made to make the casting process as accessible as possible, with regard to disability and the practical considerations of all potential cast members. We want authentic and realistic representation, not tokenism or stereotyping.

We particularly welcome applications from those who can authentically portray any essential attributes of this character.

[**Drafting Note for Creatives** – **to be removed from final document**:

To improve authentic diversity, equity and inclusion in your casting, please consider describing only what is essential to the narrative of the script and give the role the most generic name possible for the casting brief e.g ‘Parent’, ‘Motorist’, ‘Customer’

Please describe the role in terms of character and performance.

If the role could be played by a person of, for example, any sex, gender identity, ethnicity, age, nationality, physical or mental ability, sexual orientation, religion or belief, body shape, social or cultural identity, or background - don’t specify or imply those attributes.

It is understood though that some projects will have specific aspects to the casting brief, which are strategically, creatively and ethically appropriate due to, for example, the product or service being advertised.

Please ensure that you and your Producer have discussed and agreed this casting approach with Clients and Director, especially if it is a significant widening of the brief implied in the Script or Treatment.

Please bear in mind (both before and after the casting) advertising regulatory issues such as gender or racial stereotyping and how casting decisions may impact on scripts that have already been cleared.]

**Client/Project:**

(Insert here)

**Role:**

(Insert here)

**Brief:**

(Insert here)

**Deal, Insurance Declaration & Special Requirements:**

[**Drafting Note for Producers** – **to be removed from final document**:

Please add Deal Memo, Including latitude for all executions of the creative in all relevant media, specific reference to Holiday Pay on all session fees and confirmation of Chaperone arrangements for all   
under-18s.

Please add Insurance Declaration and details of any other special casting requirements here. E.g. driver’s licence, passport, physical skills. Please ensure that all such special casting requirements are necessary and proportionate. Do consider whether it would be practicable to make an adjustment to the production approach, to either mitigate or avoid the need for the special requirement. This is with the aim of encouraging the most diverse, equitable and inclusive casting pool.

Please add all pertinent information about the role and production for potential cast members. Such as: Arduous Conditions on the shoot / Nudity / Special Haircuts / anything likely to be relevant to Allergies, Phobias, Psychological Triggers, Health Conditions such as photosensitive epilepsy etc / Controversial subject matter / the use or consumption of Products – *even where you consider these elements to be evident or implied in the script*.]

(Insert here)