



Casting Brief For Brand AD

ZOMBIE FRUIT MASSACRE

BRAND OVERVIEW

MISSION:

ZOMBIE is a new brand on a mission to get GenZ & Millenials (Zillenials*) to eat more fruit!

HOW?

- **COMM'S:** We will entertain our target audience with edgy and disruptive comm's to drive brand awareness, trial and build obsessive brand fans.
- **PRODUCTS:** Zombie Fruit Leatherz have 170g massacred fruit in every 25g bar. With arresting names like StrawBuried , Blackberry Death and Man-Ghouled Mango
- **SUCCESS SO FAR..** Zombie launched in March 2024 straight into hundreds of TESCO stores.
We are a young British start-up based west of London.

ZOMBIE BRAND PERSONALITY

- **Rebellious:** We break the rules and challenge conventions.
- **Irreverent:** Humour is key to our communications
- **Authentic:** Our message is real, raw, and resonates with the rebellious spirit of our audience.

Self-Tape Instructions

Self Tapes: 17th July
Shoot date: 26th July
Day Rate c. £350

Please Submit by Wednesday 17th July 4pm. We appreciate this is a short deadline. It's because shoot date has a tight deadline. We have shortened the script for the tape itself to make it simpler for you.

- If the the actress could please record **2 versions** of the first part of the script (pg 3)

Scene: You are standing in a bloody murder scene. As we zoom in we see the murder is of fruit, loads of massacred fruit.

You have just discovered Zombie Fruit Leatherz bars, a fruit bar made from 100% Fruit, with No Added Sugar, providing 1 of Your 5-A-Day. This will change your life. No longer will you need to massacre fruit, you can just have a Zombie bar.

• ACTION

- **Version 1:** Speak to the camera as if the fruit massacre around you isn't there, maintaining a sense of normality. Let the characters personality shine through, as highlighted in the brief (pg 2)
- **Version 2:** Speak to the camera with extra confidence. This massacred fruit around you has been your daily ritual to ensure you eat 5-a-day. Embrace this chaotic scene as the pathway to achieving your goal... until you discovered Zombie Fruit Leatherz..

TikTok: [Zombie awakes](https://www.tiktok.com/@zombieawakes)

Website: [zombiesnacks.co.uk](https://www.zombiesnacks.co.uk)

CHARACTER DETAILS

- **Name:** Raven Blake
- **Age:** 25-35
- **Ethnicity:** Open to all ethnicity's
- **Hair:** Actress must be ok with wearing a wig or using colour hair spray for the shoot

Personality Traits:

- **Confident:** Radiates self-assurance and charisma.
- **Rebellious:** Challenges norms with fearless independence.
- **Authentic:** Genuine and sincere, true to your beliefs

“When the apocalypse comes you want Raven on your team. Raven is independent, edgy and bold, she challenges the status quo and stands out from the crowd.

Character Mood Board

‘Ready for the Apocalypse’

- Edgy with a distinctive style
- Slim built, healthy complexion
- Bright coloured hair
- Bold statement eye makeup
- Layers of necklaces/ piercings
- Can have tattoo’s

Clothing is chilled, alt.
Choker adds some edge



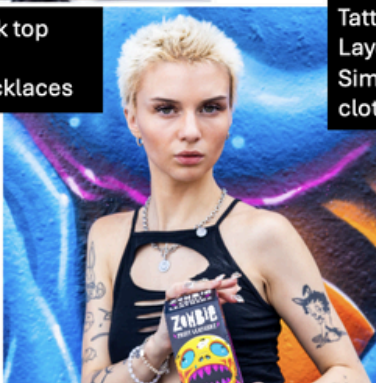
Bright hair
Distinctive head band
Dramatic eye makeup



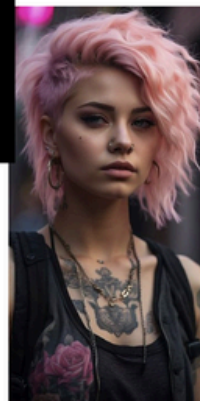
Bright hair
Unusual hair style – a bit ‘manga’
style with bunches or maybe plaits
Dramatic eye makeup



Simple black top
Tattoo’s
Layered Necklaces



Bright hair
Piercings
Tattoo’s
Layered Necklaces
Simple layered
clothing



Confident short hair
Strong makeup
Grungy tee
Bullet belt
.. A little bit ‘ready for
the apocalypse’

