



Casting Spec

Spot Name: Altruist | CTV

Executive Producer/Director: Sherri Ogden

Director of Photography: Joe Baran

Background: Closed Loop is producing a 30-second spot (plus cutdowns and variations) that will run on CTV, social, website or paid online marketing channels. USA, in perpetuity rights required (per Quickframe/MNTN mandate).

Synopsis: This spot follows an independent financial advisor through a “time audit” of his day, showing the small delays and extra steps that quietly add up. As the story shifts into the Altruist experience, his workflow becomes cleaner, calmer, and more connected, giving his more of the day back.

Filming Date/Location: Friday, May 29 in Denver Metro Area, CO

Role	#	Day	Details	Feat-ured	Spea-king part	Callb-acks	Fitting	Talent Budget *	Union
INDEPENDENT FINANCIAL PLANNER	1	Full Day	Male 30-50s Diverse mix of folks	Yes	No	TBD	No	\$1300	Non-Union

** The talent budget listed does not include a 20% agency fee, which will be added by the agency. A talent release will be provided for signature in advance of filming.*

ADVISOR Audition Instructions:

Slate

Scene:

[INT. HOME OFFICE / DESK – DAY]

An independent financial advisor starts his day at his desk. He opens his laptop, focused and ready to work.

He moves through a few small but familiar work frustrations: waiting on hold, checking a status, looking through paperwork, or realizing there’s another step before he can move forward. These moments should feel subtle and real, not overly frustrated or comedic.

Then, the energy shifts. The process becomes easier. He moves through the task with more confidence and calm. He closes his laptop, relieved to be done earlier than expected, with a small sense of lightness.

Performance note:

No dialogue. Please keep the performance natural, understated, and grounded. We’re looking for focus, quiet frustration, relief, and ease through subtle expression and body language.