

Casting Call Brief

BRIEF DATE

Use this at project kickoff to align directors, producers, and casting agencies. Share it once — stop fielding the same five questions over WhatsApp.

Project metadata

Capture the project shape so everyone knows what they're casting for.

PROJECT TITLE

PROJECT TYPE

TVC / Commercial

Feature film

OTT / Series

Digital / Branded

Music video

Documentary

Corporate

Print / OOH

Other:

PRODUCTION COMPANY

DIRECTOR

PRODUCER

CASTING AGENCY / DIRECTOR

SHOOT DATES

SHOOT LOCATION(S)

Role: character one-pager

If casting multiple roles, duplicate this template per role.

ROLE / CHARACTER NAME

POSITIONS TO FILL

CHARACTER DESCRIPTION

Backstory, vibe, personality, traits, references — what should the actor embody?

REFERENCE / MOOD BOARD LINKS

Role: specifics

Casting-relevant attributes. Be specific where it matters, open where it doesn't.

AGE BAND

GENDER

Male

Female

Non-binary

Open

LANGUAGE REQUIREMENTS

Hindi

English

Tamil

Telugu

Marathi

Bengali

Kannada

Malayalam

Punjabi

Gujarati

Other:

PHYSICAL ATTRIBUTES (ONLY SPECIFY WHAT'S ESSENTIAL TO THE ROLE)

HEIGHT RANGE

BUILD / BODY TYPE

HAIR / LOOK NOTES

SPECIAL SKILLS REQUIRED

Audition logistics

Format, location, slots — everything talent and agents need to plan.

AUDITION FORMAT

In-person

Self-tape

Live virtual

Mixed (initial self-tape, callback in-person)

AUDITION LOCATION

AUDITION DATES

SLOT DURATION PER ACTOR

SIDES / AUDITION PIECE

CALLBACKS

Yes

No / TBD

Director attending callback?

Yes

Client attending

PREP INSTRUCTIONS FOR TALENT (WARDROBE, LOOK, WHAT TO BRING)

AUDITION COORDINATOR CONTACT

SUBMISSION DEADLINE

Usage rights & exclusivity

Define media, territory, duration, and category exclusivity up front. Disputes start here.

MEDIA USAGE (CHECK ALL THAT APPLY)

TV	Cinema	OTT / Streaming	Digital / Web	Social media
Print	OOH / Outdoor	In-app	In-store / POS	Radio / Audio

TERRITORY

India only	South Asia	Asia	Global	Other: <input type="text"/>
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USAGE DURATION

CATEGORY EXCLUSIVITY

BUYOUT / RESIDUALS TERMS

Budget bands & payment terms

Be transparent here. Vague budgets lead to wasted auditions and burned bridges.

TALENT FEE RANGE (INR)

SHOOT DAYS

INCLUDED IN FEE

Conveyance / TA-DA	Wardrobe allowance	Meals on set	Accommodation (outstation)
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OVERTIME RATE

PAYMENT TERMS

Net 30	Net 45	Net 60
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ADVANCE AGAINST BOOKING

TDS DEDUCTION

Additional notes

References, do's and don'ts, prior approvals, anything else worth flagging.

Looking for talent for this brief?

Browse 1,200+ verified actors, models, and creators on Yurme — or post this brief and get matched in 24 hours. yurme.com