

## Inside A Dog's Mind - Doggy Casting Brief and Rules

An open casting run on social media to find the Doggy Support Roles for Inside A Dog's Mind.



### The Story

Told from the perspective of Jacob the collie, who, as a happy 8-week-old puppy, is taken to a new home. But he finds that his human parents aren't what he expected and his journey to adulthood becomes a tough one. When he is finally rescued, he faces an uncertain future, will he find a Forever Home and a happy future once more?

This heart-wrenching to heart-warming tale opens our eyes to life as seen by our furry friends - and gives us a whole new understanding of the world of rescue animals!

**Number of Roles to Cast: 4**

**The Scene we will film with your doggies:** The Rescue Home - inside the home in their rooms and outside as Jacob plays and his prospective Forever Parents come and visit

### Your Pooch's Profile

Any Breed, but preferably a Rescue Dog  
Must be well trained  
Calm, playful and sociable

### Process

#### Round 1: Open Casting on Instagram

1. Take a picture and then make a short clip using your mobile phone showing your dog performing ONE of the following simple commands in less than 30 seconds:

- High Five Paw
- Lie Down
- Fetch
- Rollover

2. Post it on Instagram with the following information:

The Dog's Name

Your Name

Location

A very brief Rescue History of you dog (e.g where you got the dog from, their age, why he/she was in a shelter or foster home)

3. Add the following hashtags

#booksoffice

#happyrescuedog

#InsideADogsMind

4. Follow and tag @BooksOfficeOfficial

5. Get all your friends to like it!

#### Round 2:

The Top 20 Rescues in terms of number of likes received and the opinion of our judges will be shortlisted for the next round.

#### Semi Final: Live Casting Online: Performance

A BooksOffice Panel of 4 judges will remotely judge the final 20 as they are put through their paces.

Each dog will be asked to perform a series of commands with their owner.

The panel will pick the final 10 Contenders

### **The Final**

The Top 10 dogs picked by our judging panel will appear live online and a pre-registered audience will vote as the dogs each perform specific commands.

The Top 4 from Audience votes will win the parts

### **Platforms**

The Open Casting Round will be on Instagram with shares promoted on other social media, but voting by likes only on Instagram.

The Semi Final and Final will be hosted online.

### **Timing**

Open Casting:

Appeal for contestants starts: March 30th and submissions close on 16th March. Voting closes April 30th

Semi Final:

Thursday 7th May (tbc)

Final:

Thursday 14th May (tbc)

### **The Rules**

1. This competition is only open to residents of mainland UK.
2. Only 1 entry is permitted per household.
3. A picture and video should be uploaded to Instagram following the instructions. These should be taken inside the dog's home residence or garden. **Please do not disregard any of the Government Guidelines with respect to social distancing and isolation in making your submission**
4. The guidelines for submission must be strictly adhered to and any submission that does not follow these guidelines and these rules will be disqualified.
5. Your dog can be any breed (or mixed breed) and any age but must be healthy, sociable, active and able to perform basic commands. Dogs who need a muzzle in social environments cannot be considered.
6. Filming locations involve many people, loud sounds and bright lights, so if there is any doubt that you dog may be uncomfortable in this environment you should not put them forward for the roles.
7. The dog's owner, who must be an adult, will be required to accompany the dog to the film set and stay with the animal at all times.
8. The filming date is yet to be confirmed but is likely to be in the Autumn of 2020. The shoot is likely to be complete in one day, but this may change due to unforeseen circumstances.
9. The winning dogs will each receive a £150 shopping voucher for dog supplies and travel expenses to and from the event will be paid. Food and drinks will be provided on set.

10. A qualified specialist will be on set at all times to ensure the safety and well-being of the animals.
11. BooksOffice reserves the right to refuse or disqualify entries for any reason.
12. In the first round, the Top 20 will be decided from a combination of online popularity and the opinion of our Judges. In the second round our Judges will interview our Top 20 dogs and owners online and select their Top 10. In the final, our registered public audience will vote online to pick the 4 winners. Where we have judges, the decision of those judges will be final and no correspondence will be entered into.
13. There are no alternatives, no cash alternative and no exchanges for this prize and this prize is not transferable. The nominal value is set at £0.001.
14. BooksOffice will make its best endeavours to meet the deadlines below, but circumstances beyond our control may alter these dates. Any notices of changes will be available on this website and posted on social media.

Good luck and we look forward to seeing your casting tapes!

Hi Five Paw from, Jasper, Michelle and The BooksOffice Team

**Full details and keep up to date on [www.booksoffice.com](http://www.booksoffice.com)**



**Inside A Dog's Mind is available on Amazon**