

The Super Bowl of Commercials Scores Points in Lessons for Voice Actors

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Voice actors – the people you hear, but do not see, in television commercials and other media – found additional points scored in the recent Super Bowl, through lessons from Super Bowl commercials.

“The huge time and expense put into the making of Super Bowl commercials kicks them into a league of their own,” says John Florian, webmaster of VoiceOverXtra.com (www.VoiceOverXtra.com) – the online news and resource center for voice actors. “Top voice actors are hired for these commercials, so it’s fun to learn from them.”

A new article on VoiceOverXtra.com highlights the game plays of those voice-overs.

In “The Super Bowl of Commercial Voice-Overs Scores Lesson Points,” voice talent and coach Susan Berkley discusses her favorite Super Bowl commercials and their voice-over techniques.

“The Super Bowl spots are kind of a state-of-the-union address for voice-overs in advertising,” she says. “It’s important to watch them to get a feel for how the ‘creatives’ are thinking.”

A key to several of these commercials, she notes, was the use of opposites – in other words, a calm voice-over with frantic action on screen. For example, this is evident in the Bridgestone tire commercial.

“Notice the use of opposites in that spot – the relaxed, focused voice-over against the hysterical Richard Simmons doing jumping jacks by the side of a dark, rain-slicked country road. Very, very funny,” Berkley says.

More observations are made in the article, which is available in the Voice Acting section of VoiceOverXtra.com.

Susan Berkley is a top voice-over artist and is the voice of AT&T and Citibank. She is the author of “Speak To Influence: How To Unlock The Hidden Power of Your Voice” and president of The Great Voice Company, helping to turbocharge the careers of emerging and professional voice talent worldwide. This article is reprinted with permission from her newsletter to Silver Inner Circle members. For a free subscription to her weekly “Inside Voice-over” ezine and a number of free reports for voice-over beginners and working pros, visit www.greatvoice.com.

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About VoiceOverXtra.com:

VoiceOverXtra.com is the online news and resource center for voice actors, providing a free virtual library of how-to advice

from industry experts and voice-over pros. It also features the industry's most extensive calendar of industry training and events, a directory of industry sources, an online home studio equipment store, and much more.

At VoiceOverXtra.com, voice-over talent can also receive free career newsletters, free classified ads, and free links to their voice-over demos

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