

Featured artists & Walk-on definitions.

Advice on differences between grades of artist is contained on page 54-55 of the Equity-IPA Agreed Document, 2010. Note that this is advice and that the main definitions are on page 2 of the agreed document. If there is any divergence between these two sets of definitions, then the definitions on page 2 should prevail.

In applying the definition of a Featured Artist to any artist's contribution to Advertising and Promotional material, it is understood that the artist's performance will be assessed against the wording of the 2011 Document and the artist's contribution to the overall presentation of the commercial.

a) A 'commercial story' is the principle message about the product/service which the Advertiser is seeking to relay.

b) A Featured Artist is someone who is seen or heard (excluding background speech or noise) in a commercial, and whose individual role plays an essential part of the telling of the commercial story.

c) A Featured Artist is someone whose individual performance plays an essential part in how the commercial story is relayed to the viewer.

d) An appropriate test of whether 'an individual role plays an essential part' in telling the commercial story is to ask whether or not the performance could be removed from the commercial without compromising the relaying of the commercial story.

If it can, then the artist is not a Featured Artist; if it cannot, then the artist is a Featured Artist.

e) There may be more than one Featured Artist in a commercial.

f) 'Recognisability' is not a sole criterion for deciding whether or not someone is a Featured Artist.

A Walk-on is an identifiable non-speaking artist who shall be:

(i) required to act in medium shot or more closely

(ii) required to perform a special function peculiar only to the role, trade or calling that the character is supposed to portray

(iii) subject to individual direction and, at the same time that his/her movements are recorded, have a direct relationship with a Featured Artist who is performing his/her part as directed.

Background speech or noise shall not be deemed to be speaking in this context.

However, see;

Definitions, Clause 2, page 2.

2.1 Featured Artist

2.1.1 A Featured Artist is someone who is seen or heard (excluding background speech or noise) in a commercial and whose individual role plays an essential part in the telling of the commercial story. The following shall be excluded from this definition:

- Persons carrying on their own normal daily occupations, whether at their normal place of work or at the studio, or at the location, and not being further identified with the commercial message or product to the exclusion of the use of a Featured Artist.*

- *Instrumental musicians.*
- *Walk-on Artists and Supporting Artists according to the definitions agreed by the parties.*
- *Artists whose performance appears in the commercial although they are physically obscured.*

2.1.2 Any role in a commercial which prevents an Artist from obtaining further work in any other commercial campaign because of the prominence of the Artist in the original shall be considered to be 'Featured'.

Please contact Tim Gale, Equity's Commercials Organiser, for further information.
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