Actors Grudgingly Entered a Stereotypical Casting Call, Then Learned Why They Were Really There

Fresh off the Cannes Lions, where a significant portion of awarded work either broke stigmas or illustrated greater representation, the Unstereotype Alliance in partnership with the United Nations released new work that shows typecasting is still an issue for talent. Intended for the marketing and creative industry, the film from MullenLowe London takes a first-person…
https://www.adweek.com/creativity/actors-grudgingly-entered-a-stereotypical-casting-call-then-learned-why-they-were-really-there/