

VOICE PROFILE SAMPLE

Disclaimer:

*Original sample created for portfolio use. Does **not** contain internal or unreleased project materials.*

Character: Maribel Quell

Title: Chief Positivity Officer (CPO), HAPPIWELL®

1. Vocal Tone & Performance Profile

Accent: Neutral / General American

Tone: Warm but unsettling (soft, corporate, careful)

Pitch: Mid to mid-high, soothing

Pacing: Slow, “therapist calm”, with intentional pauses used as pressure

She does **not** sound:

- sarcastic or sharp
 - angry or forceful
 - monotone or robotic
 - overtly sinister (her menace is quiet)
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2. Emotional Behavior & Delivery Patterns

When emotional, Maribel:

- gets *even calmer*, which is more threatening
- increases the softness, not the volume
- smiles through word
- speaks with HR-like compassion masking pressure

Signature behaviors:

- Turns threats into *encouragements*
- Never raises her voice
- Rarely shows frustration

Defining attitude line:

“Let’s adjust that mindset before it becomes a performance issue.”

3. Conversational Style & Language Approach

- Loves phrases like “alignment”, “mindset”, “healthy outcomes”
- Never swears, never rushes, never sounds flustered

Tone example:

“Happiness is a skill. And like all skills, it requires practice... especially from those falling behind.”

4. Reference Voices (Casting Guidance)

Option 1 — Cate Blanchett (calm authority, velvet firmness)

Option 2 — Rashida Jones (soft leadership, gentle clarity)

Option 3 — Corporate training video hosts (soothing, polished, slightly sterile)

(References for pacing and tone, not imitation.)

5. Sample Script Excerpt (Contextual VO for recording)

SCOTTY

“We’re off the air, June. and uh... look who just stepped into the booth. Maribel Quell from HAPPIWELL. Hi there.”

MARIBEL (neutral)

“Hello, Scotty. Such wonderful energy in the arena tonight.”

JUNE

“Mhm. Though Varrin looked devastated after that loss. Claims he got one of your ‘Joy Index’ warnings mid-match?”

MARIBEL (smiling in her voice)

“Oh, just a gentle reminder. Sometimes contestants forget their emotional obligations when stakes get high.”

SCOTTY

“...Emotional obligations? You can’t be—”

MARIBEL

“Healthy performance begins with healthy feelings. If a contestant drops below acceptable positivity thresholds, we step in. Kindly.”

JUNE

“And now his sponsorship is under review?”

MARIBEL (soft, threatening in kindness)

“Only to help him grow. Accountability is a gift, June.”

6. Additional Tone Lines (For Promos, Barks, or Cinematics)

Soft-Threat Corporate Lines

- “Your happiness matters. And we’re here to monitor that for you.”
- “Falling behind emotionally? Let’s correct that together.”
- “Pressure is a privilege. Especially when we’re watching.”

Gentle Manipulation

- “A smile isn’t just an expression... it’s compliance.”
- “We don’t punish negativity. We simply remove its sources.”

Extended Line (For Ads or Cutscenes)

- “At HAPPIWELL, wellness is measurable. Trackable. Enforceable. Just like our product.”
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7. Pronunciation Guide (Sponsor Names)

(Useful for VO recording)

HAPPIWELL → *happy-well*

OSPUZE → *oz-pyooz*

HOLTOW → *hole-toe*

VOLPE → *vol-pay*

ISEULT → *ee-sult*