

Voices.com

Popular Famous Voices 2018

Introduction

Voices.com surveyed approximately 1,000 creative professionals from advertising, marketing, corporate communications and other industries, to illuminate how they'll be choosing and using voice over in 2018.

When it came to celebrity voices, 22 percent of respondents had previously hired a celebrity voice.

Additionally, 10 percent said that they'd be looking to hire more celebrity-style voices throughout the year.

The following is an overview of the top 10 most sought after celebrity voices (as selected by survey respondents). Additionally, by grouping celebrity sounds together into vocal archetypes, it helps to explain why celebrity voices are so attractive. Hint: Their allure is rooted in science!

The Most Popular Celebrity Voices

Voices.com's annual Trends Report survey asked approx. 1000 respondents, "If you could hire a celebrity voice talent, which one would it be?"

If you guessed that 'Morgan Freeman,' was the top choice, you were right!

21 percent of respondents said they dreamed of putting Freeman's deep and authoritative voice to work for their brand.



Top 10 Famous Voices

1. Morgan Freeman
2. George Clooney
3. Mike Rowe
4. Sam Elliott
5. James Earl Jones
6. Cate Blanchett
7. Meryl Streep
8. Nicole Kidman
9. Viola Davis
10. Beyonce

3 Vocal Archetypes that Will Dominate 2018



When you look at the list of the top 10 most sought after celebrity voices, you begin to see some similarities. For instance, Morgan Freeman, Sam Elliott and James Earl Jones all have a similar sound - deep, resonant, warm and authoritative. We refer to these groupings as 'vocal archetypes.'

Here are the top 3 vocal archetypes for 2018.

Vocal Archetype 1: Deep and Authoritative

Famous Voice Examples: Morgan Freeman, Sam Elliott, James Earl Jones, Cate Blanchett, Beyonce, Viola Davis, Oprah

Whether this authoritative vocal archetype belongs to a male or female, the effect is the same: audiences simply love it.

So what is it about deep, rich vocal tones?

A joint-study between the University of Miami and Duke University found that individuals with lower-pitched voices are perceived to have more integrity, competence and physical power.

Styles to Select or Mention on Your Voices.com Voice Over Job Posting:

Authoritative, Believable, Deep, Inspirational, Intellectual, Trustworthy

Vocal Archetype 2: Approachable Expert

Famous Voice Examples: George Clooney, Matthew McConaughey, Meryl Streep, Emma Stone, Taylor Swift, Elisha Cuthbert, Emma Thompson

This voice may still be rich or even gravelly, but in comparison to the Deep Authoritative archetype above, these voices are lighter, with an air of warmth and familiarity - like a trusted peer, friend or family member.

According to Nielsen's Global Trust in Advertising Report, 83% of global respondents said they trusted in recommendations from friends and family as a credible source of information.

This vocal archetype is incredibly powerful when applied to our recommendation-driven economy.

Bonus: You may notice more females in this category. Studies show that men are more attracted to higher-pitched voices. This may explain why female voices are approachable not only to women (as the sound of a peer), but also to men, who may feel that they are more alluring.

Styles to Select or Mention on Your Voices.com Voice Over Job Posting:

Approachable, Authentic, Conversational, Friendly, Knowledgeable, Trustworthy



3 Vocal Archetypes that Will Dominate 2018



Nicole Kidman

Vocal Archetype 3: Fun, Foreign Intrigue

Famous Voice Examples: Nicole Kidman, Tom Hiddleston, Trevor Noah, Salma Hayek, Keira Knightley, Hugh Jackman, Idris Elba, Kate Winslet

The demand for voices with accents and dialects is on the rise, and not just because advertisers are increasingly localizing their ad campaigns. It turns out that accents are appealing, even when they're foreign to us.

According to the American Marketing Association, people are drawn to certain accents because of the cultural associations we have with them - for instance, the perception that a British-English accent like 'RP' is posh and upscale, or that an Aussie accent implies a fun, flirtatious personality.

Styles to Select or Mention on Your Voices.com Voice Over Job Posting:
Charismatic, Enchanting, Foreign, Luxurious, Posh, Romantic