



In an Increasingly Crowded Digital Marketplace, Phone Lasso® Turns to Veteran Voice Actor Peter K. O'Connell

O'Connell's voice will be featured across major streaming, social media and online advertising platforms nationwide.

RALEIGH, NORTH CAROLINA – May 18, 2026 - - As brands compete for attention across an increasingly crowded digital advertising landscape, Phone Lasso® has selected veteran American male voice actor Peter K. O'Connell to deliver the voice of its newly launched nationwide campaign appearing across major streaming, social media and digital platforms.

Phone Lasso® is a universal phone lanyard strap and adhesive patch system designed to help users securely attach their smartphone to a wearable strap, reducing the risk of drops, loss, or damage while keeping devices easily accessible throughout the day.

The campaign is now rolling out across YouTube pre-roll, Facebook, LinkedIn, and other paid digital media placements as part of Phone Lasso's national marketing initiative.

O'Connell was brought into the project to deliver a clear, enthusiastic read that could communicate the product quickly and intuitively while maintaining a knowing, trustworthy tone.

Recorded at audio'connell Voiceover Talent Studios, O'Connell's workflow supports fast-turnaround commercial production, remote collaboration, and producer-directed revisions for national and international campaigns.

"The goal was a read that feels excited, striking and trust-worthy without needing to over explain anything. It really came down to letting the message speak clearly to the listener," O'Connell said.

The Phone Lasso® campaign adds to O'Connell's body of national commercial voiceover work across digital advertising, broadcast, and branded content campaigns, with a continued focus on conversational performance styles that prioritize clarity, authenticity, and immediate audience connection.

The campaign is now live and continues to roll out across multiple digital platforms nationwide.

– 30 –



About Peter K. O'Connell

Peter K. O'Connell is a professional voice actor and live announcer (Voice of God) whose work spans commercial advertising, narration, and branded content for national and international clients.

His voice can be heard in campaigns and productions for brands including Ford, Disney iHeartMedia, Crest, IBM, SiriusXM Media, and Amazon Web Services, in addition to his recent role as the voice of Phone Lasso's nationwide digital advertising campaign.

Based in Raleigh, North Carolina, O'Connell operates audio'connell Voiceover Talent Studios, a Source-Connect equipped recording studio supporting remote commercial and narration production for clients worldwide.

About Phone Lasso®

Phone Lasso® is dedicated to physical phone safety because we believe people should not be afraid of losing or breaking their phones while doing the activities they enjoy most. Every day we renew our commitment to provide products for people to live active lifestyles without fear. Phone Lasso® is focused on keeping you safely in charge of your phone and connected to today's relationships, news and activities.

CONTACT:

Peter K. O'Connell
Your Friendly, Neighborhood Voiceover Talent
audio'connell Voiceover Talent
PH. +01 716-572-1800 & +01 919-283-1516
EM. peter@audioconnell.com
W. audioconnell.com

COMPANY MEDIA CENTER:

<http://www.audioconnell.com/media>