



Video Treatment Form

VISANOW - Explainer Video

The Big Idea

An animated promotional video for VISANOW that establishes the common pain points companies experience during the immigration management process and how VISANOW streamlines this complicated process.

The Purpose

To encourage HR Professionals to explore the services offered by VISANOW and ultimately demonstrate to them that these services will streamline the long process of immigration management.

The Audience

HR Professionals, Executives/C-Levels, Directors, Decision Makers (Potential Clients)

The Message

- HR Immigration Pain Points
- Who is VISANOW
- What VISANOW does

The Tone

Voice: Authority (professional), informative, conversational (no legal jargon), humble (not arrogant, not flippant)

Content characteristics: Granular, high-level, simple/straightforward, concise/scannable

Orientation: We identify with you; we help you; we are experts on this topic and we're someone you can trust, partner with can rely on.

The Style

2D Dichromatic Animation

Stylized and Abstract Visuals for Screenshots

Scripted/ Voiceover



Production

N/A

Post-Production

Fully Animated with 2D Graphics

Voiceover

Music

Sound Design

Total Run-Time

2 minutes

Deadline

February 5

Locations

N/A

Relevant Samples

[CB Overview](#) (by p3 mediaworks)

Contact(s)