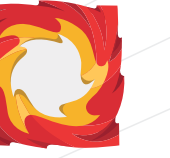




Communication
Crafts



vsp[®]
Vision Care

Script



Why is quality vision care so important?

It's no secret that staff wellbeing is important to today's employers, yet vision care is often overlooked as a key component in wellness plans.

Comprehensive and regular eye exams can identify chronic conditions early, including hypertension and high cholesterol as well as diabetes up to seven years before symptoms present themselves.

For employers, early detection can lead to a healthier workforce, reduced absenteeism, and increase productivity.

From basic VDU duty-of-care services to enhanced vision care options, VSP® can help you provide a new employee health programme that offers an independently-proven, high return on investment and greater employee satisfaction.

For a simple, low-cost employee benefit that everyone can use, choose better vision care with VSP.

Moodboard



Thought behind the style

VSP Vision Care is a health insurance company. We have limited option to choose styling for the film according to the brand guidelines, in terms of making characters, using photographs and the colours, we decided to go with minimal styling with the use of icons and shapes. We used a few secondary colours as well which will help to give it a bright and fresh look. Hence we are making a series of videos, we will maintain the tonality and styling throughout all the videos.

Fonts

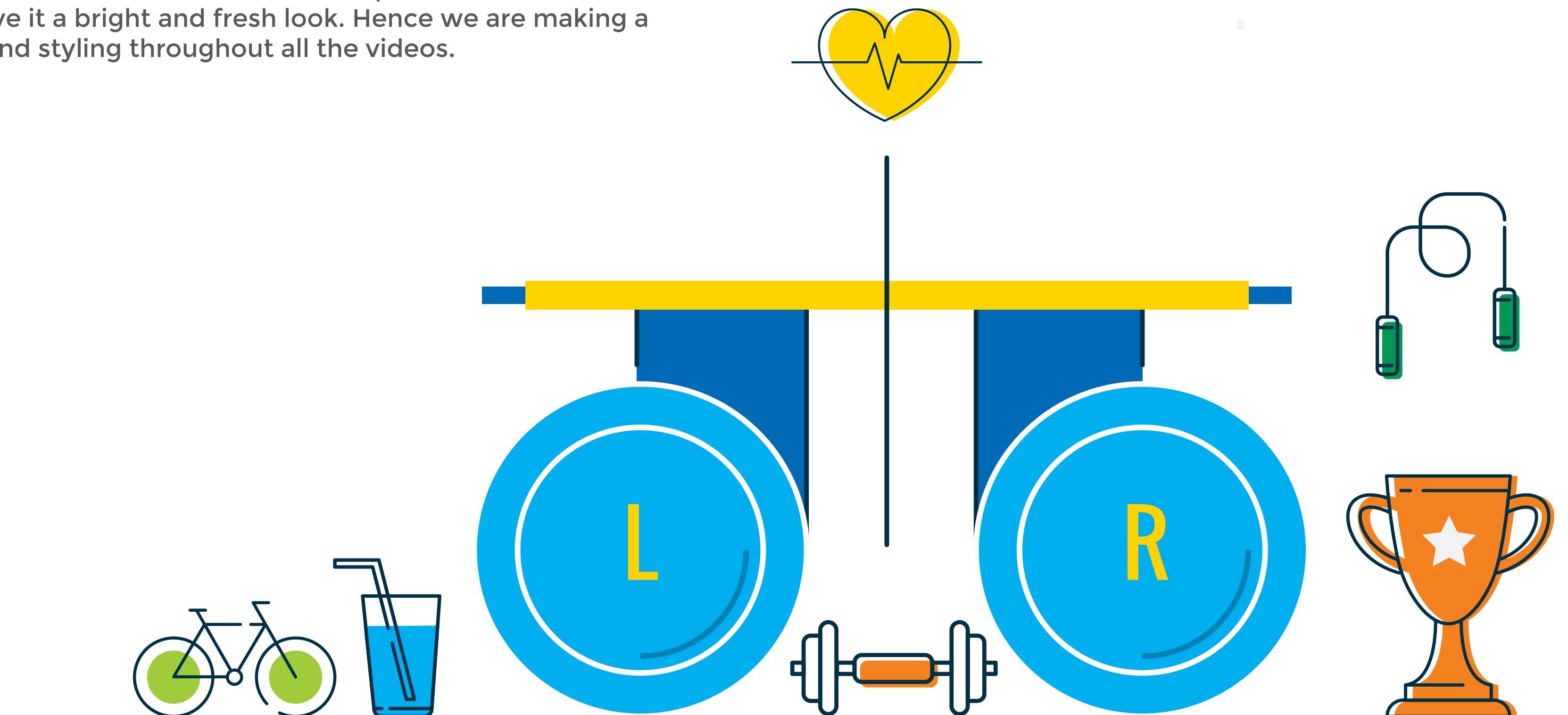
Oswald

Colors

Primary Colors



Secondary Colors



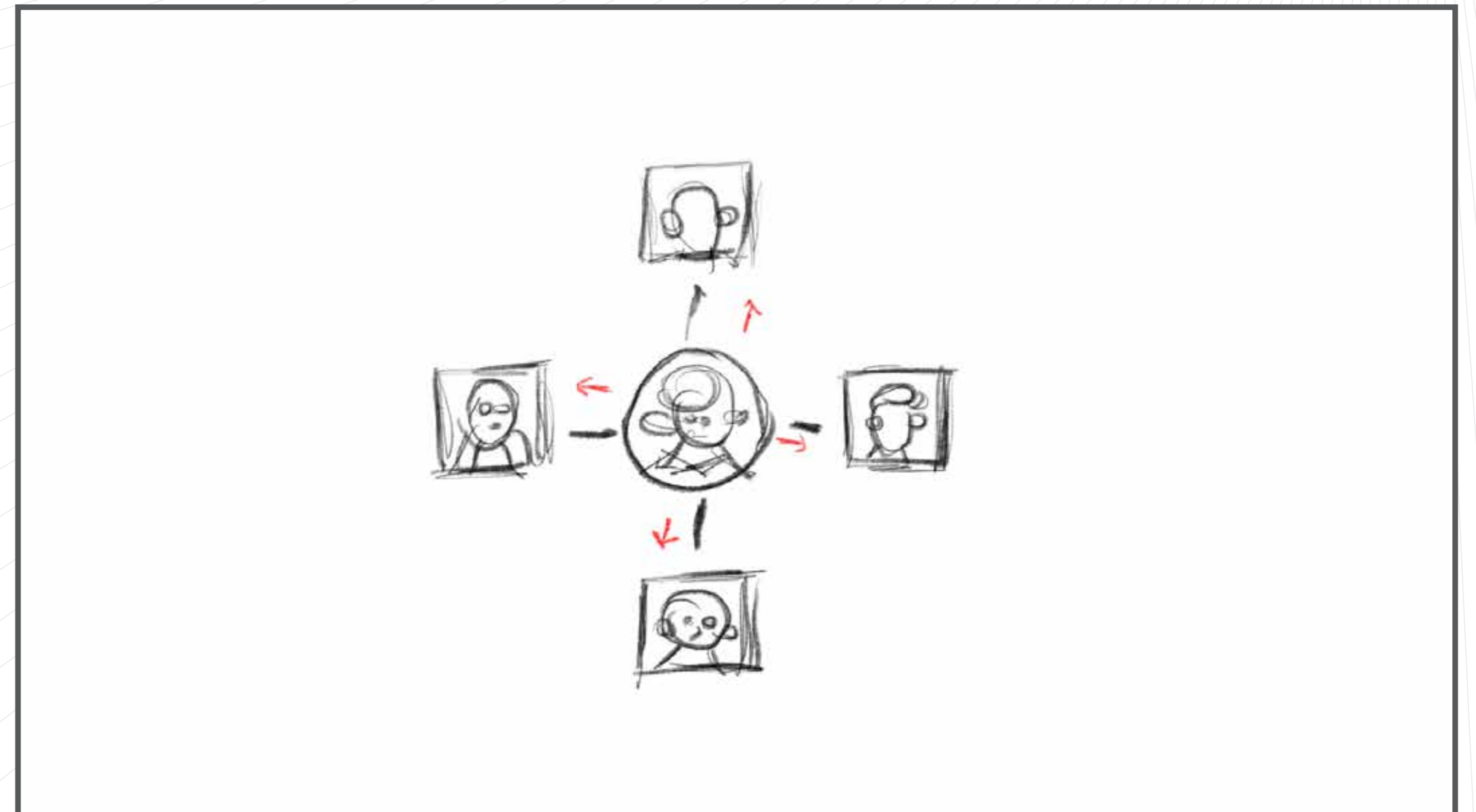
Storyboard



1.

2.

Visuals



Voice-over	Why is quality vision care so important?
Action	We see a question mark on the screen.

	It's no secret that staff wellbeing is important to today's employers
	We see boxes with faces of the staff wellbeings.

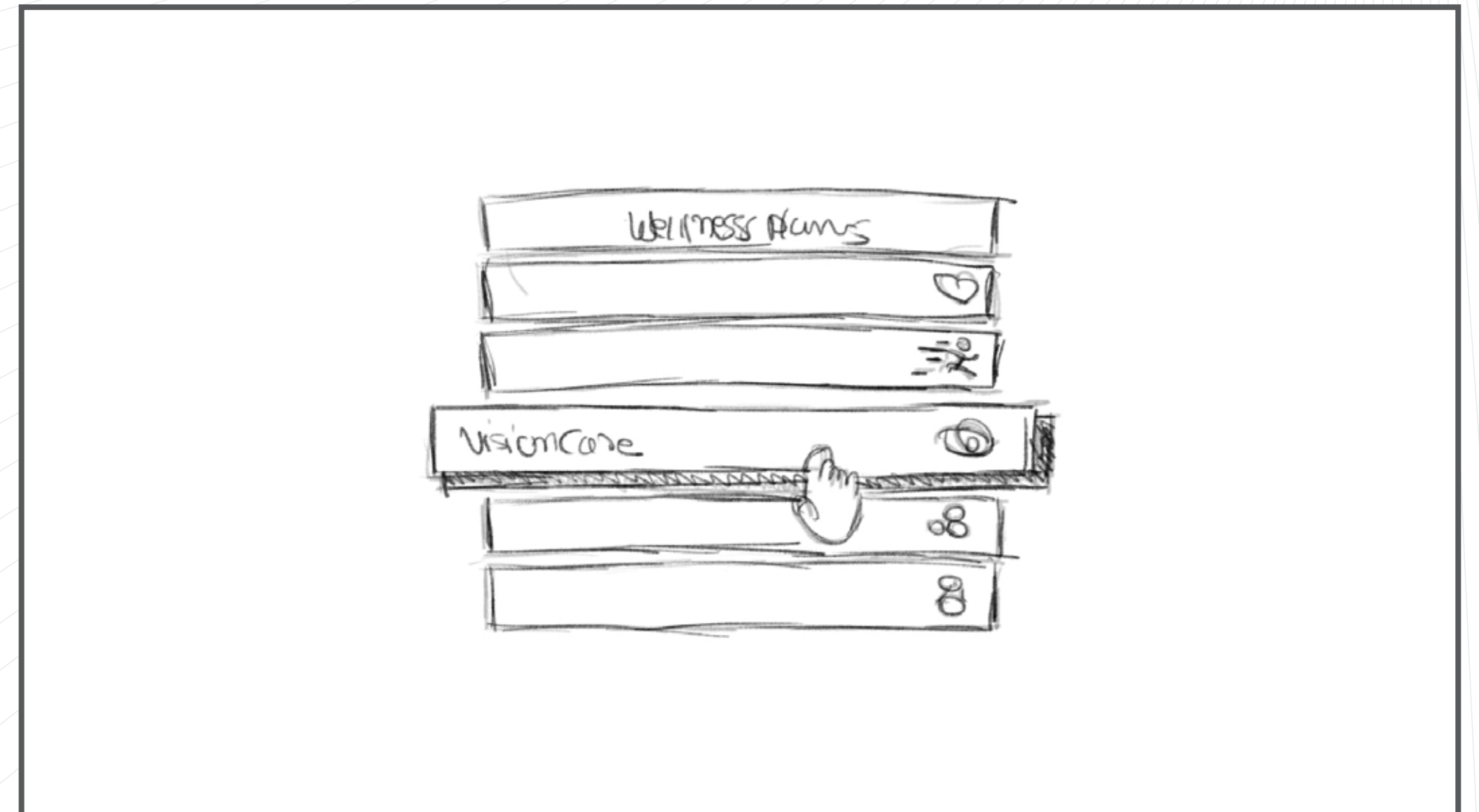
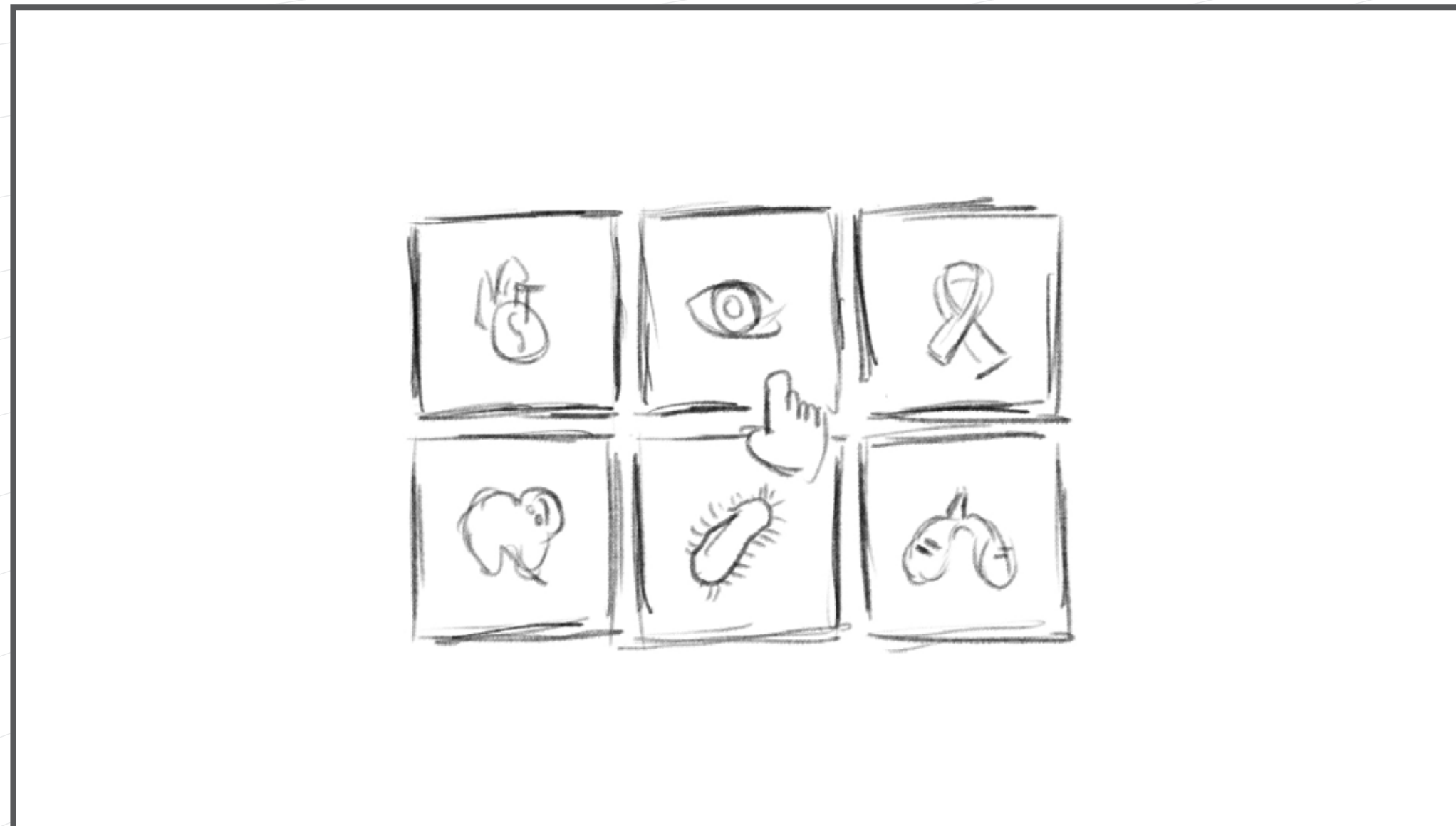
Storyboard



3.

4.

Visuals



Voice-over	yet vision care is often overlooked
Action	All different icons of health care will appear out of which vision icon will be selected.

as a key component in wellness plans.
It will convert into list of wellness plans.

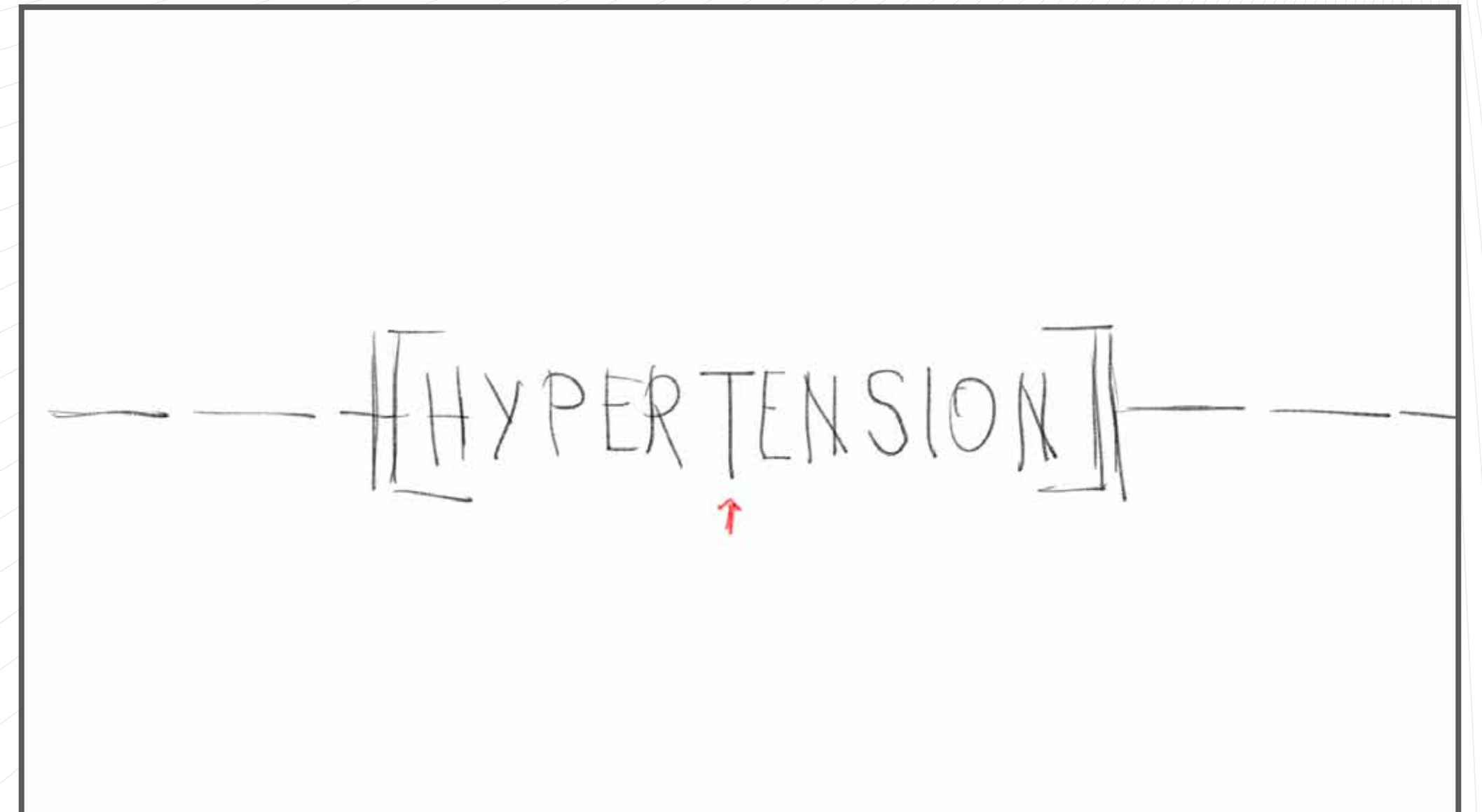
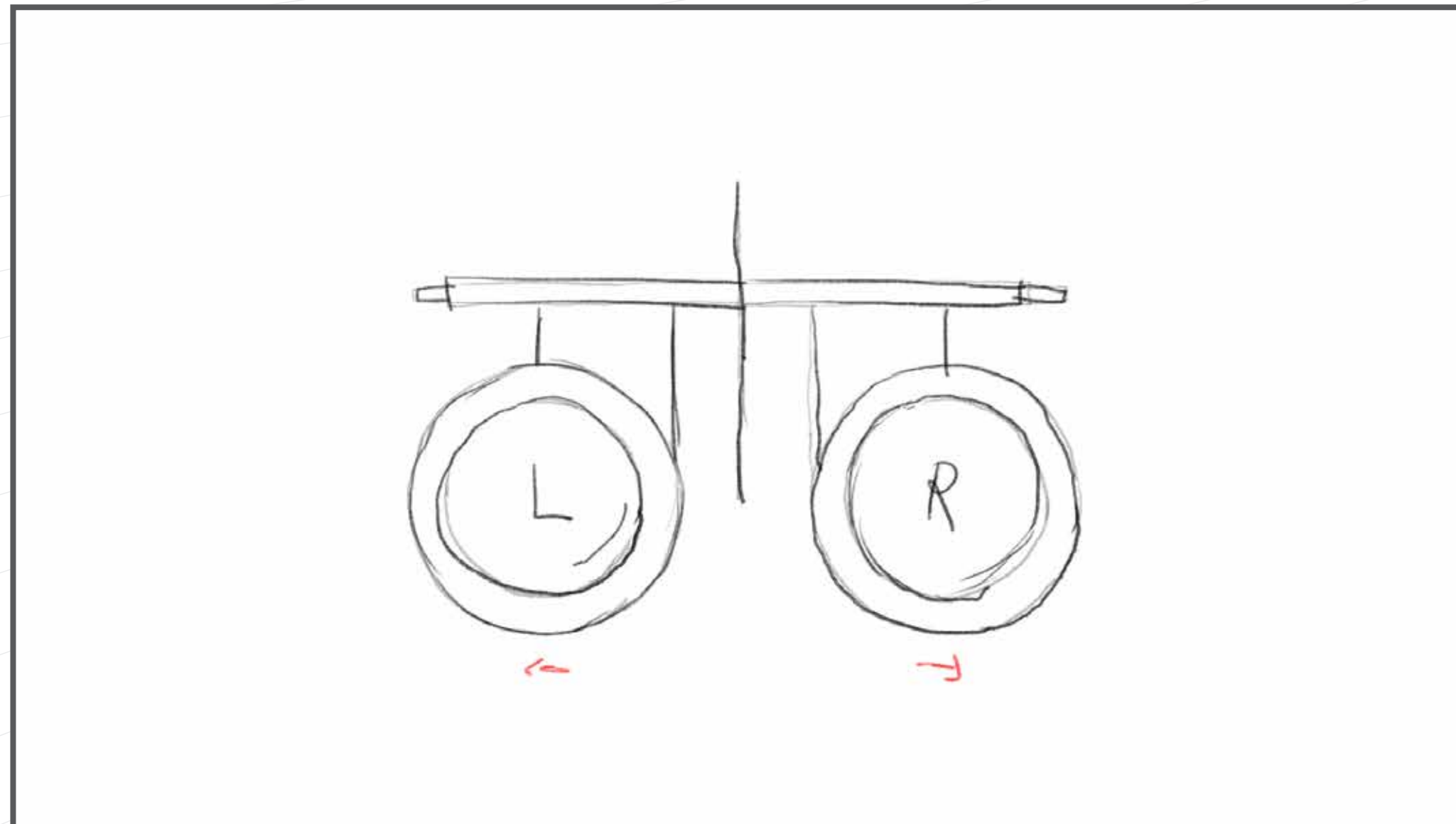
Storyboard



5.

6.

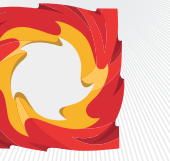
Visuals



Voice-over	Comprehensive and regular eye exams can identify chronic conditions early
Action	A ophthalmology glasses will appear for routine eye exams.

including hypertension
TOS: hypertension

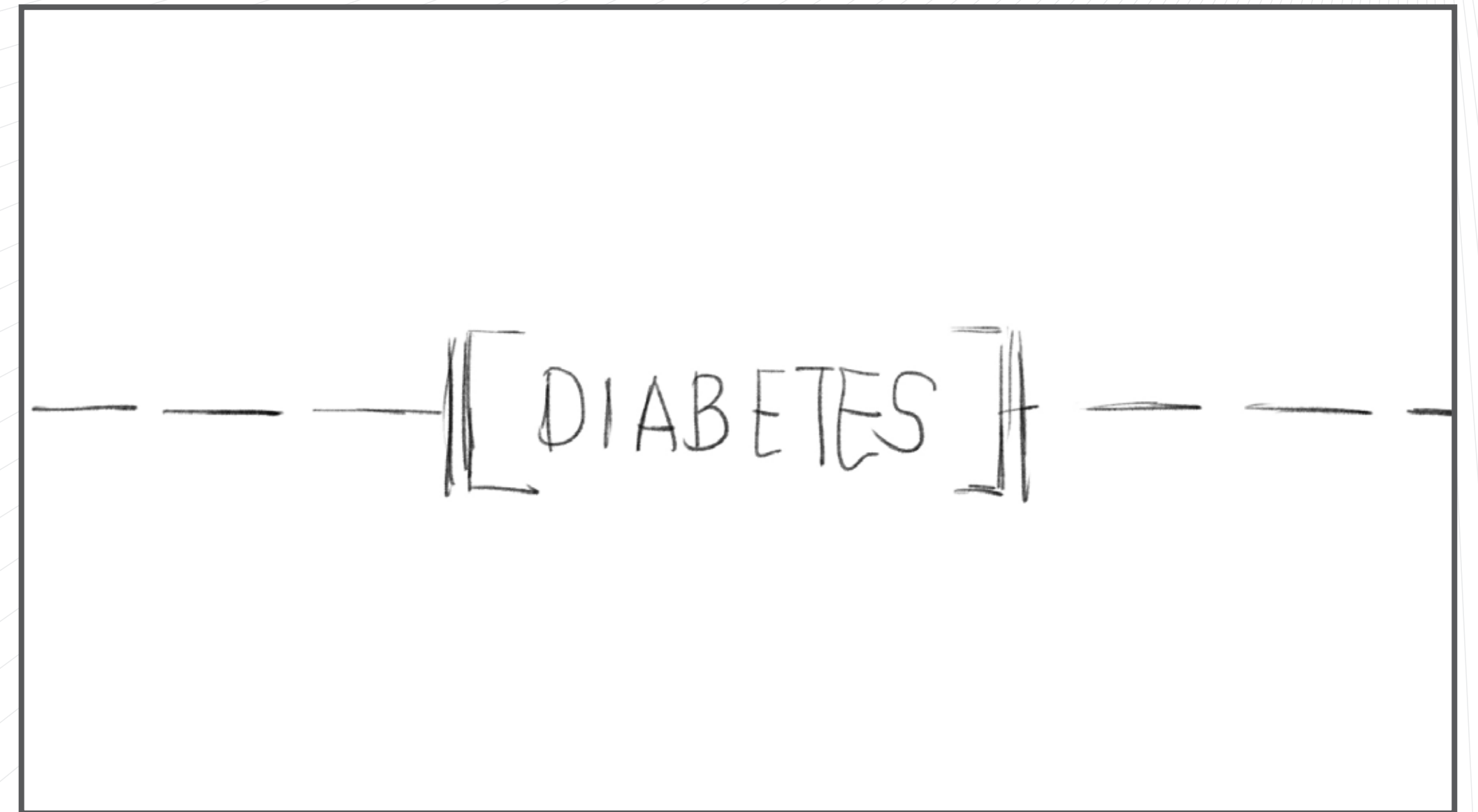
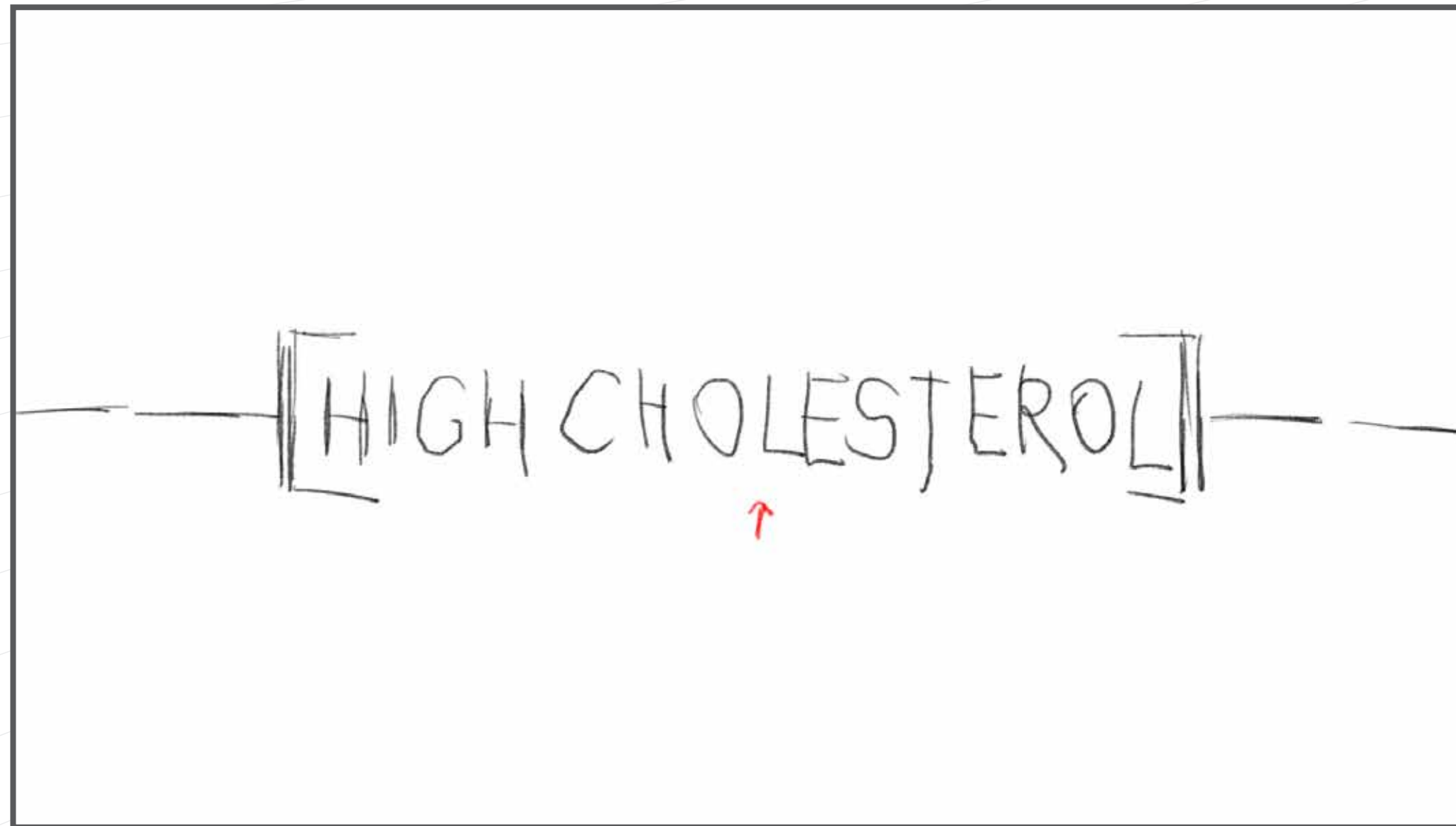
Storyboard



7.

8.

Visuals



Voice-over	and high cholesterol
Action	TOS: high cholesterol

	as well as diabetes
	TOS: diabetes

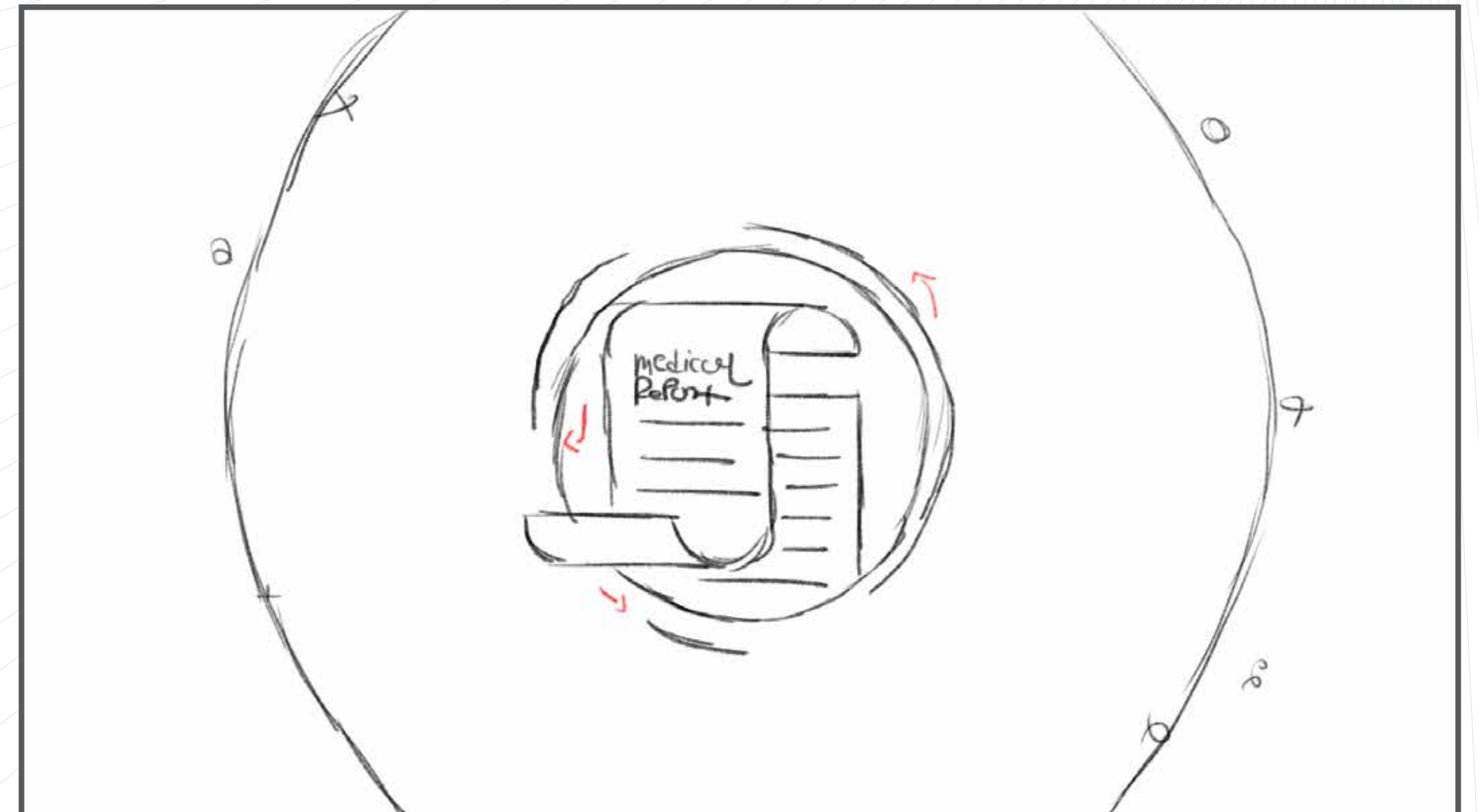
Storyboard



9.

10.

Visuals



Voice-over	up to seven years before symptoms present themselves.
Action	Typography animation

For employers, early detection
Medical report will appear.

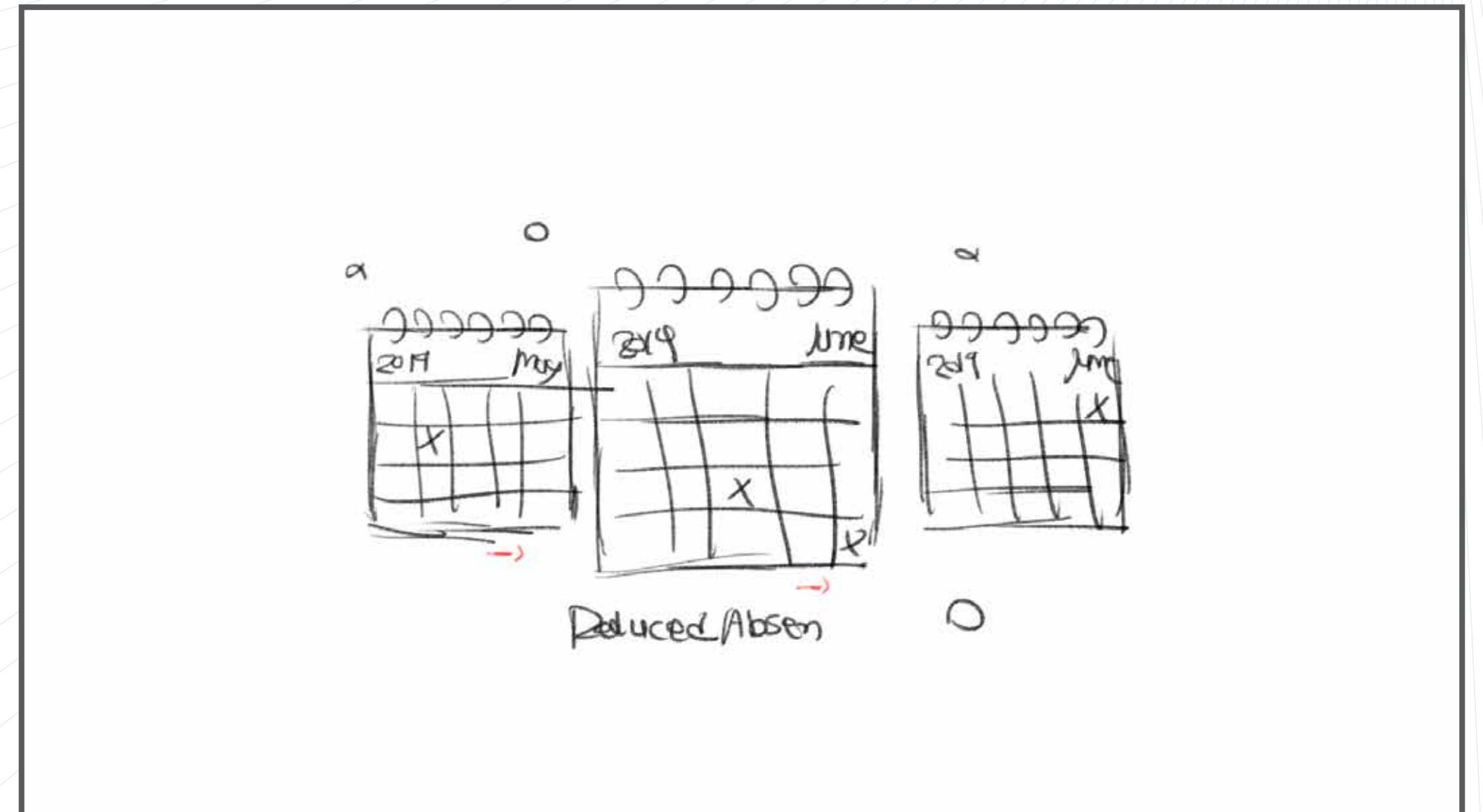
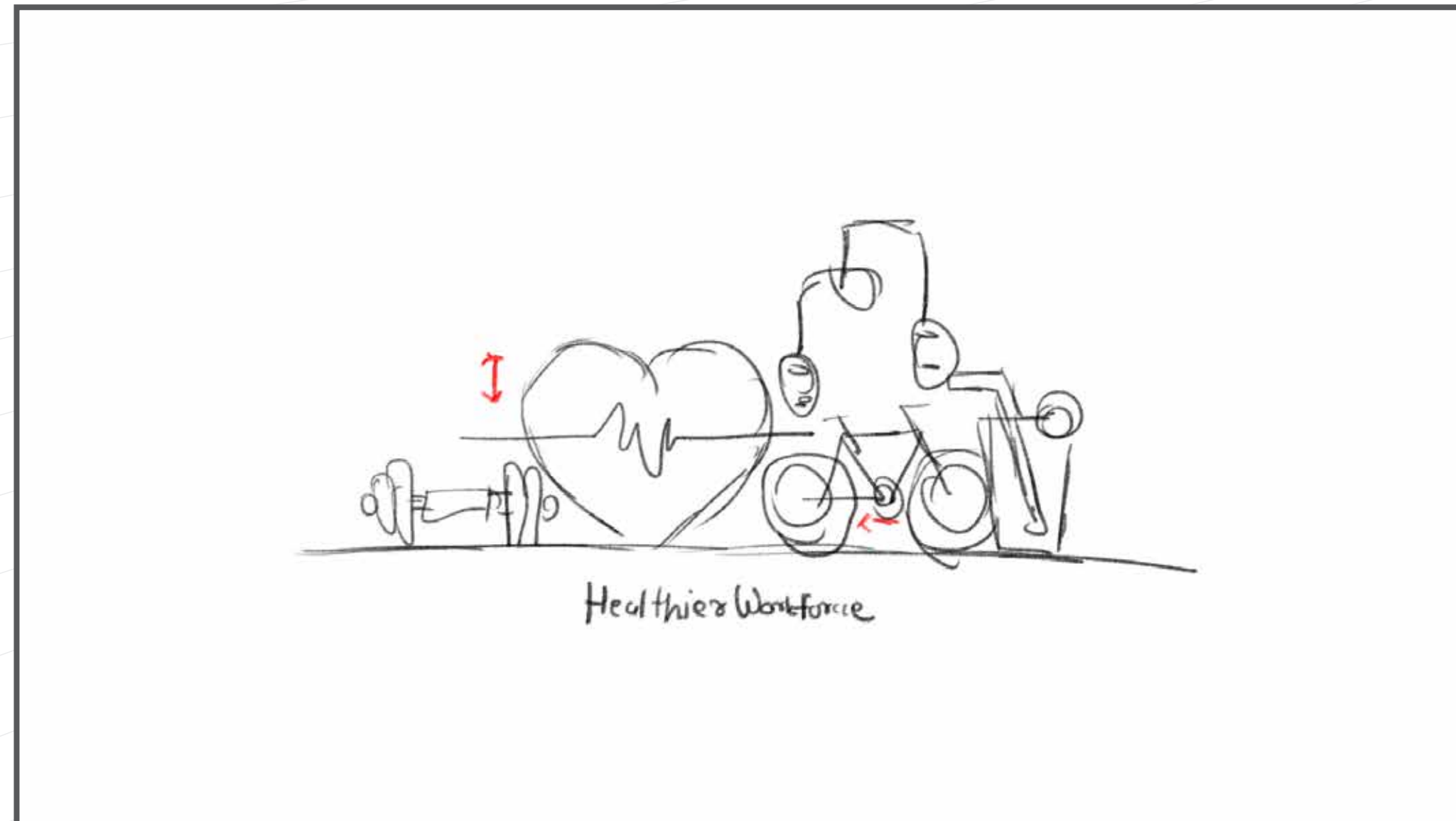
Storyboard



11.

12.

Visuals



Voice-over	can lead to a healthier workforce
Action	We will see various elements of healthy lifestyle.

reduced absenteeism
Calender to show presence of the employee.

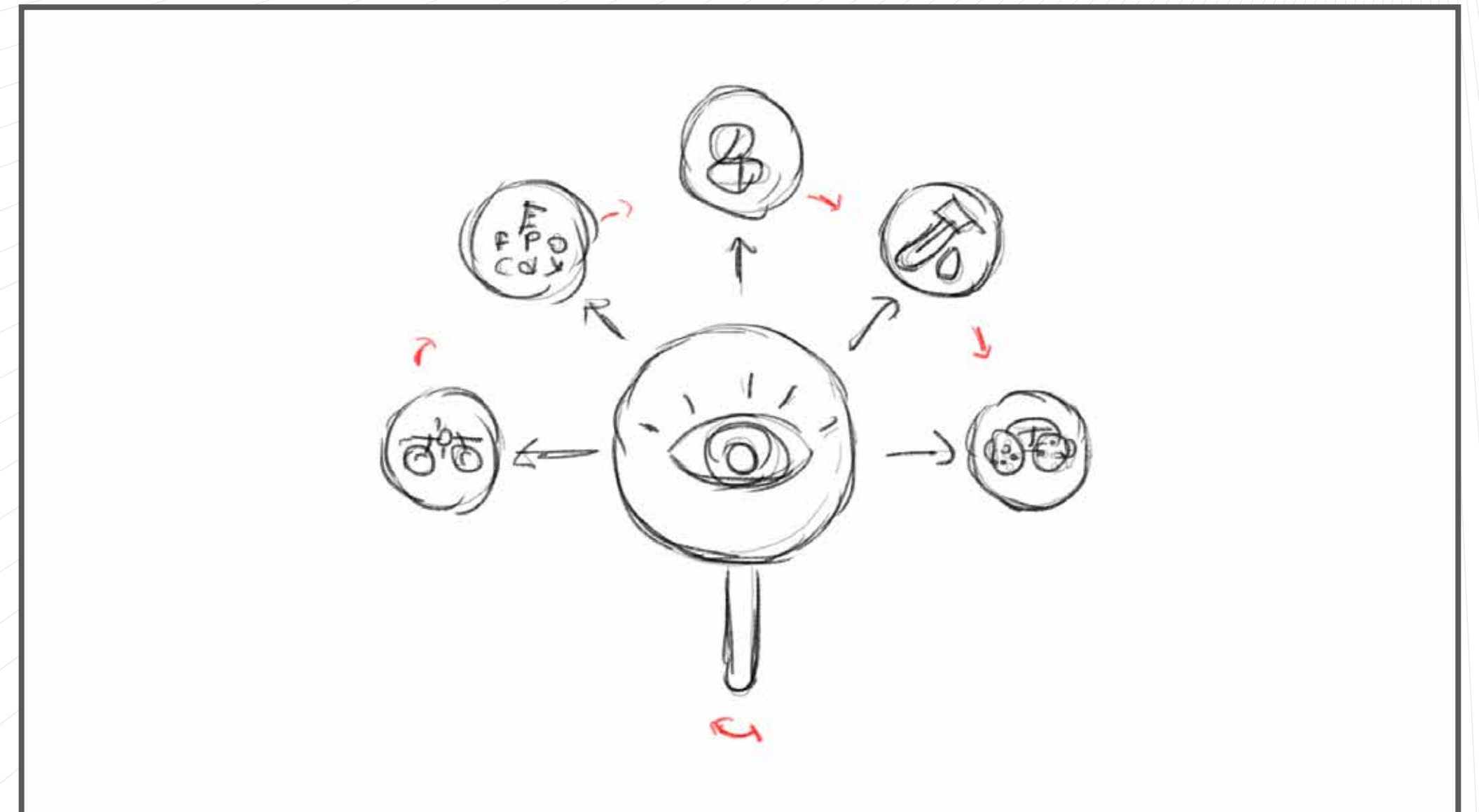
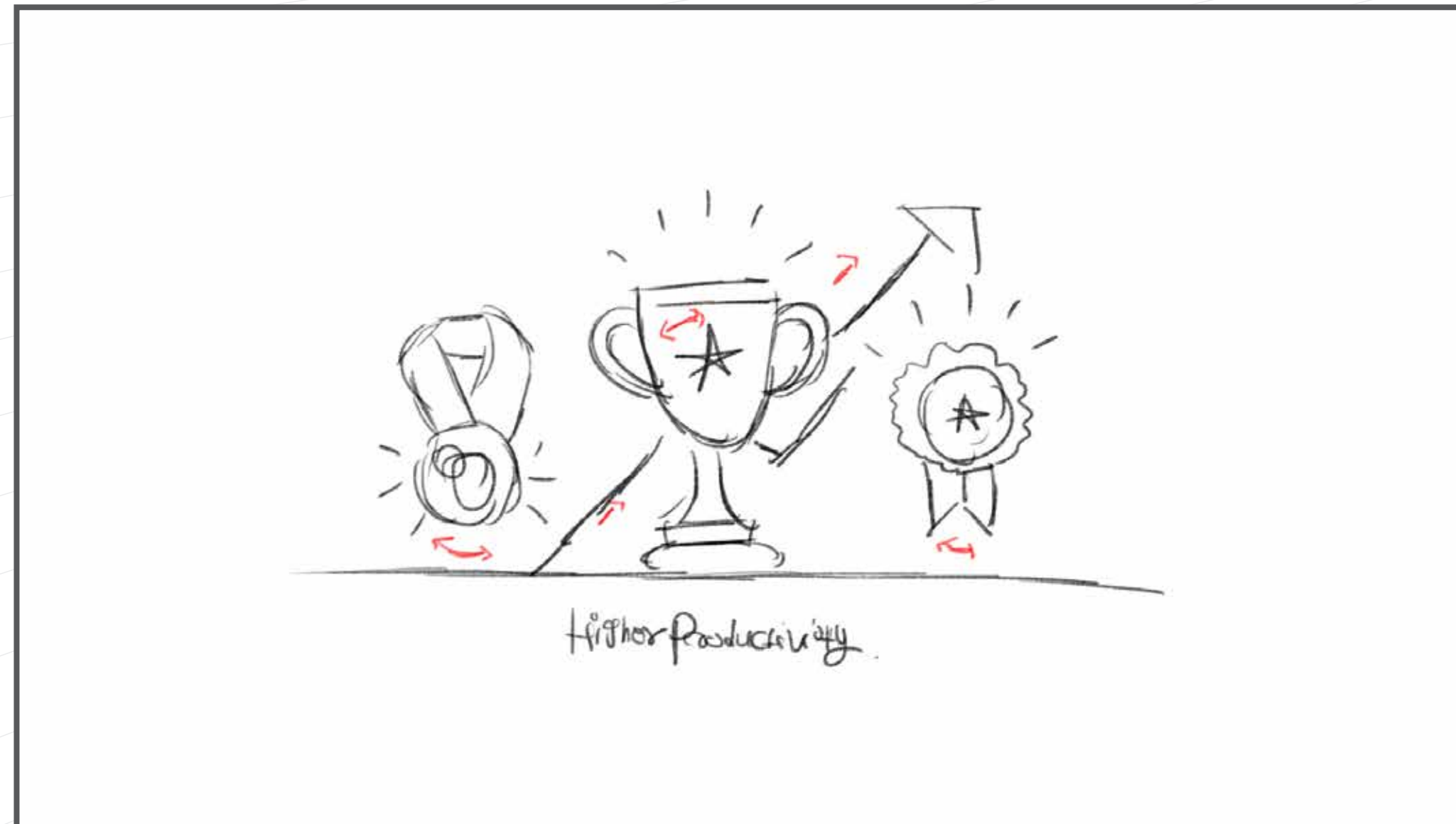
Storyboard



13.

14.

Visuals



Voice-over	and increase productivity.
Action	Trophy and medals to show thier achivements.

	From basic VDU duty-of-care services to enhanced vision care options
	Icons to show all vision care services

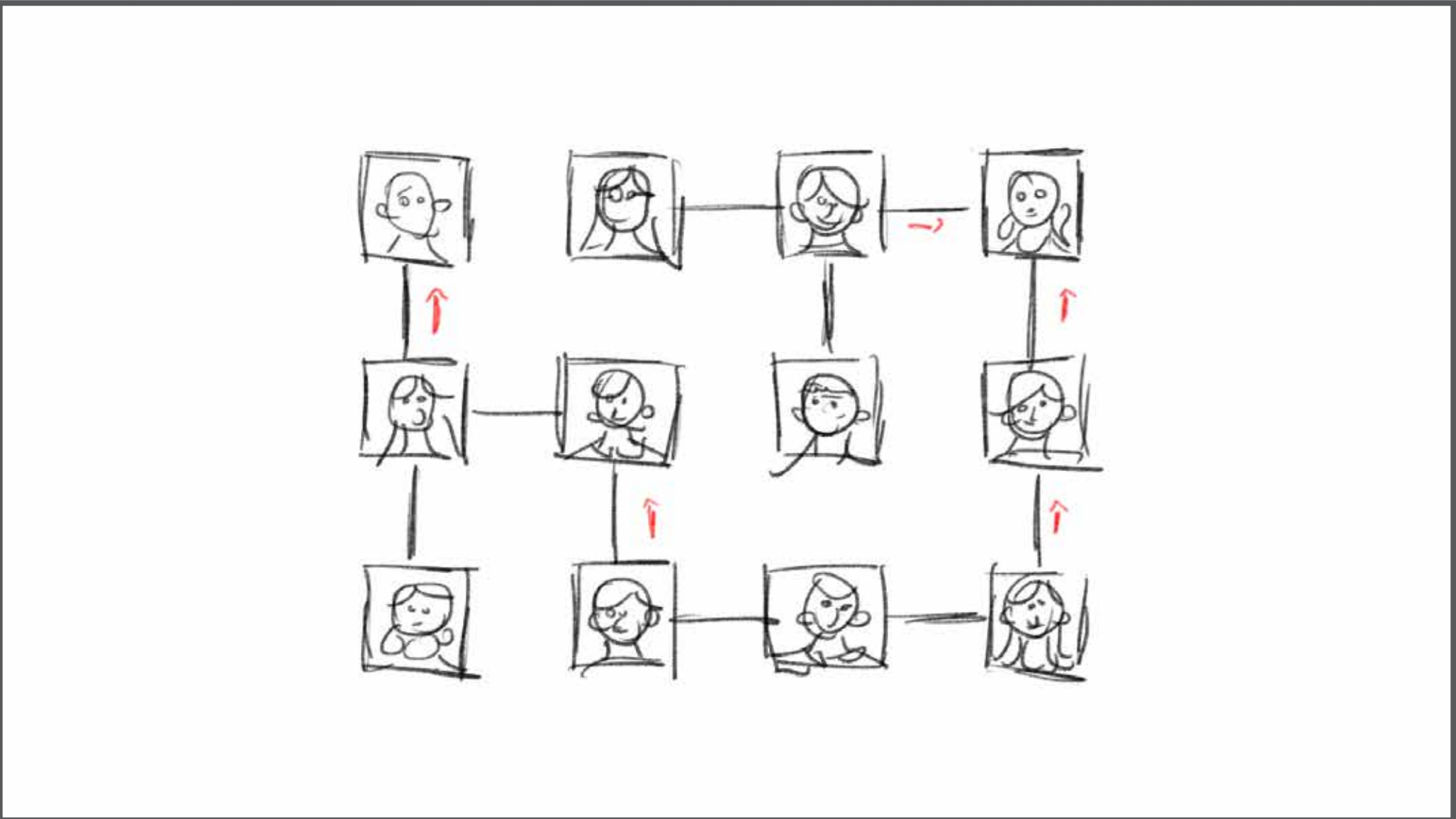
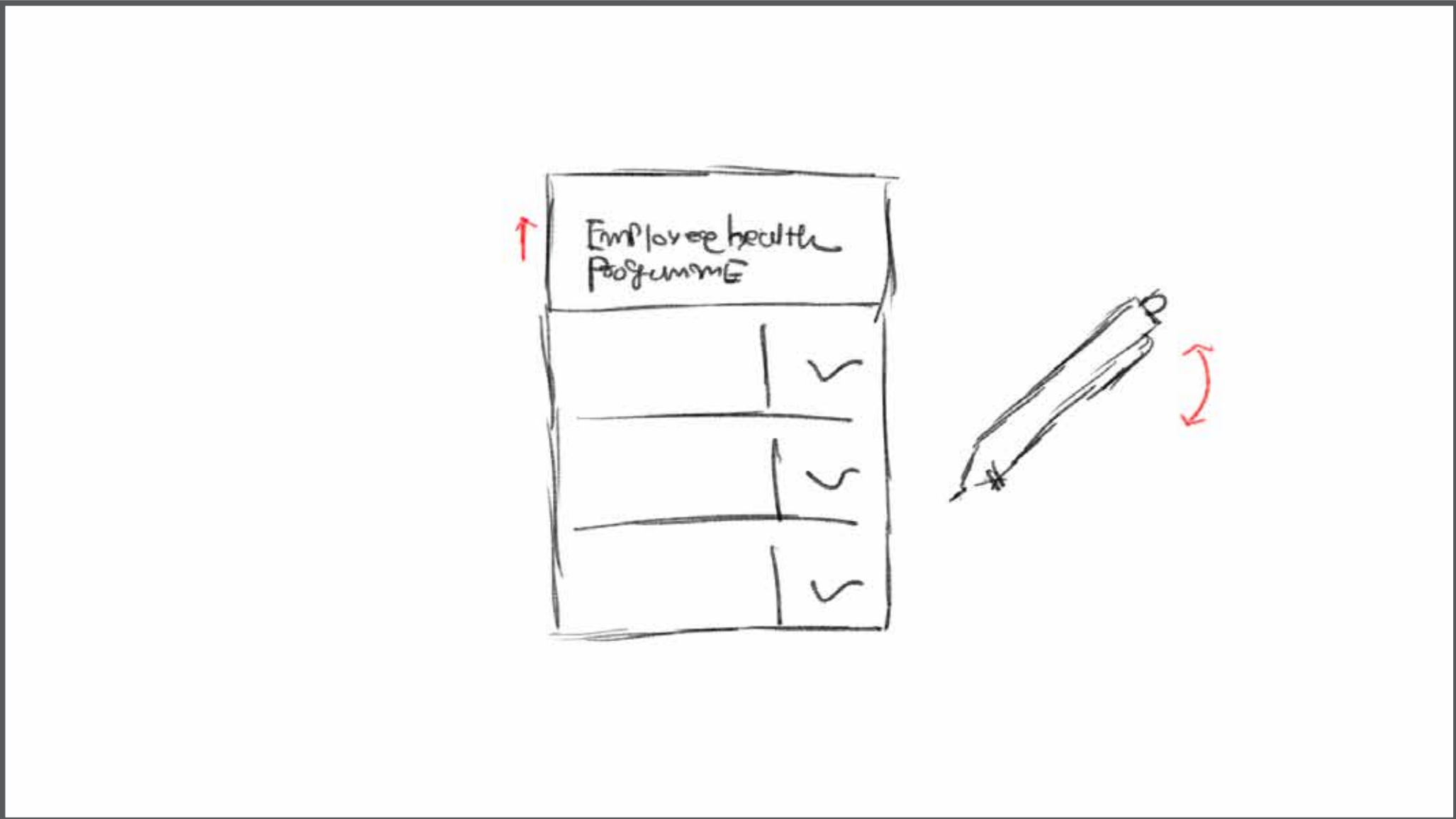
Storyboard



15.

16.

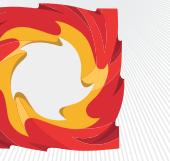
Visuals



<p>Voice-over</p>	<p>VSP® can help you provide a new employee health programme that offers an independently-proven, high return on investment and greater employee satisfaction.</p>
<p>Action</p>	<p>Employee health programme will appear with all the offerings which will be marked with pen.</p>

<p>For a simple, low-cost employee benefit that everyone can use</p>
<p>We will see a group of employees who got benefited.</p>

Storyboard



17.

Visuals



Voice-over

choose better vision care with VSP.

Action

Logo animation.



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