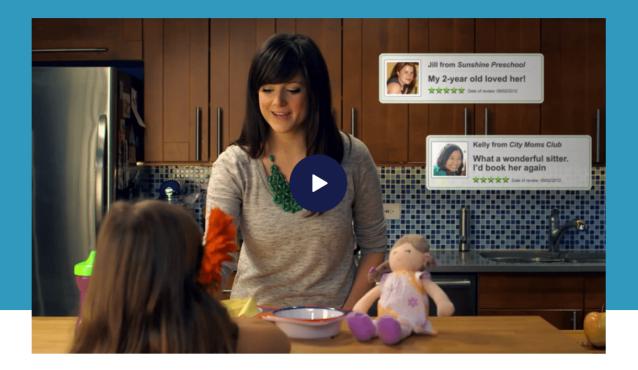


UrbanSitter is an online resource where parents can find and book babysitters recommended by people they know. Search sitters by date & time, book jobs, and even pay online.



The challenge:

UrbanSitter came to us looking for a new way to entice parents to sign up for their service. They emphasized that trust was important, and that they wanted parents to relate to the problems that UrbanSitter solves.

The solution:

We created a direct to camera use case, using a babysitter as the spokesperson. Since this was a new service, we wanted to include the app UI without overwhelming viewers, so we pulled out and animated key sections to highlight certain features.

Client:

JrbanSitte

Style: Live Action

> Length: 1:20

Behind the scenes





