

# UrbanSitter

Live Action Explainer

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:**  
UrbanSitter

**Style:**  
Live Action

**Length:**  
1:20

## Behind the scenes

