



**20/20** VISUAL  
MEDIA



# WHO WE ARE



This is video production that's **people-focused**. Any video production company will tell you they love storytelling - and that's true. It's become a buzzword in our industry. But not every company is equally passionate about **delivering a human experience**.

Brands of all sizes and backgrounds choose us as their video production company. Some of our success stories began as simple conversations and have blossomed into **years of collaboration** on productions.



# MEET THE TEAM



**PATRICK ROSENBAUM**

Co-Founder &  
Executive Producer



**ROB CZYZEWICZ**

Co-Founder &  
Executive Producer



**ED SEIDERS**

Director of Business  
Development



**CHRISTINA BETZ**

Post-Production  
Supervisor



**DAN RAY**

Producer &  
Editor



**MATT ALLEN**

Associate  
Producer



Hooman Resources  
Manager

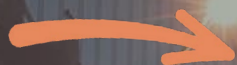




# 20/20 VISUAL MEDIA

## *Showreel*

Check out some of  
our portfolio of work!



# ***PEOPLE FOCUSED PRODUCTIONS***

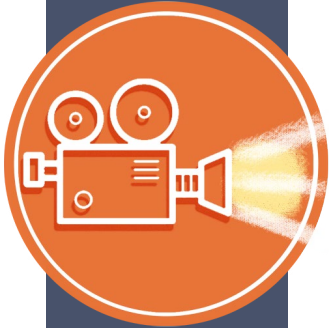
# THE PROCESS

We work with you **every step** of the way.



## **PRE-PRODUCTION - Your Message, Video Ready.**

A story alone is powerful, but stories with strategy are both powerful and effective. Our pre-production conversations focus not just on execution, but strategy.



## **PRODUCTION - Lights. Camera. Action.**

With the plan in place, our production team takes over to capture the visuals. On location, on set, or in studio, we carefully craft each shot to represent your brand in the best light.



## **POST-PRODUCTION - The Magic of Editing.**

Post-production is where the plan meets the execution. Our editors carefully marry captured footage with just the right music, modern and creative graphics, and your critical feedback - all of which work together to create a polished final product.

# WHO WE WORK WITH

We serve more than **50 clients** in a range of industries around the country.





# ACHIEVING RESULTS

Whether national, regional, or local, we help our clients **connect** to their audiences on a human level.

Our videos have helped **sell** millions of dollars in product. They've increased alumni **engagement**. They've assisted in **fundraising** for dozens of causes. And more.

In our more than 10 years in business, we have **helped our clients achieve measurable results**.



# CASE STUDY



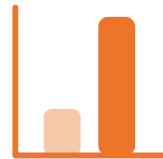
**GOAL:** Create product demonstration videos for Crayola's back-to-school and holiday lines of products, which would be used to build product awareness and drive more sales. The videos would be distributed on YouTube, in store, and on Amazon.com and Target.com product pages.

**APPROACH:** We worked with child actors and built custom sets to replicate the use of Crayola's products at home. We used a play on the popular "unboxing" videos, and worked with the client to determine unscripted, genuine interactions with the products would be the best way to highlight its features and benefits.

Hear what our client had to say!



## OUTCOME:



The "Fashion Superstar" video outperformed its TV commercial counterpart by 3 times.



The "Color Chemistry" video increased product sales by 705% in the week following its release.



The "Color Wonder Magic Light Brush" video has eclipsed 43 million views in 4 years.



All results with NO paid support.





# TESTIMONIALS

We build relationships first and then deliver client success.



"20/20 VISUAL MEDIA HAS BEEN SPECTACULAR IN THEIR WORK, AND **WHEN I SAY 'SPECTACULAR', I MEAN IN EVERY WAY.**" — **CHRISTOPHER MOLINEAUX**  
CEO, LIFE SCIENCES PENNSYLVANIA



"THEY SEEK TO **UNDERSTAND OUR BRAND**. THEY'RE WILLING TO LISTEN TO THEIR CLIENTS AND ALSO **GIVE REALLY SOUND CREATIVE ADVICE.**" — **VAL KINNEY**  
VP OF MARKETING, CERTAPRO PAINTERS®



"THERE'S A MILLION VIDEO COMPANIES OUT THERE. WHEN **YOU HAVE TRUST** AND YOU WORK WITH A PARTNER LIKE [20/20], YOU KNOW WHY TO **RECOMMEND THEM.**" — **MIKE BOWMAN**  
PRESIDENT & CEO, VALLEY FORGE TOURISM



# ***CONTACT US***

**info@2020visualmedia.com**  
**267.639.6515**

**813 S 4th St, Suite A**  
**Philadelphia PA 19147**

**2020visualmedia.com**  
**@2020visualmedia**

