



THE OBJECTIVE

As a company that publishes and distributes an eclectic mix of independent and foreign films on DVD, Home Vision Entertainment recognized the need to change its positioning from primarily B2B to more of a consumer focus.

THE RESULT

A site design that positions the company as “smart and accessible”, allowing users to browse a large library of titles, read reviews and obtain purchase information. Brainforest also programmed a WYSIWYG back-end, making in-house administration of this timely information a breeze.

**Brainforest is a creative agency rooted in strategy.** We advise the top management of leading companies and institutions on issues of visual positioning, messaging, and communication programs. Through our strategically based **AccessPaths™** process, we create access points—the myriad ways customers experience an organization. From collateral systems to environmental signage, from web sites to marketing promotions, we work with our clients to open a dialogue with their customers, employees, and stakeholders.