VISUAL DIRECTION + ON-SCREEN TEXT + VOICE OVER

This should be a **separate short practical/location video.**

Approx. 30–45 seconds

It should show:

- Phoenix **branding / exterior**
- Approach **to each location**
- Building **and signage**
- Parking **/ access**
- Entrance
- Reception
- Key **internal areas**
- Clear **identification of each branch**
- Contact **and booking information**

On-screen structure:

WHERE TO FIND US
PHOENIX HEALTH CARE GROUP

LOCATION 01
Branch name
Address
Access / parking information

LOCATION 02
Branch name
Address
Access / parking information

BOOK AN APPOINTMENT
Phone | WhatsApp | Website

The objective is simple: someone seeing the video should be able to **recognise the location, understand the access and know exactly how to get there.**

OPENING : ESTABLISH PHOENIX

VISUAL DIRECTION:

Exterior establishing shot of Phoenix Health Care Group. Show the building, Phoenix branding and signage clearly. Use a slow approach shot toward the entrance.

ON-SCREEN TEXT:

> *WHERE TO FIND US*
> *PHOENIX HEALTH CARE GROUP*

VOICE OVER:

> *"Finding Phoenix Health Care Group should be simple. Here's where you can find us, how to access each location and what to expect when you arrive."*

LOCATION 01: Exterior & Approach

VISUAL DIRECTION:

Show the surrounding area and approach to the branch. Capture the road, entrance, building signage and any recognisable landmarks.

ON-SCREEN TEXT:

> LOCATION 01
> Branch Name
> Address

VOICE OVER:

> *"Our first location is at [Branch Name], located at [Address]."*

Parking & Access

VISUAL DIRECTION:

Show the available parking, vehicle entrance, pedestrian access and the route from parking to the Phoenix entrance.

ON-SCREEN TEXT:

> **PARKING & ACCESS**
> Parking available
> Easy entrance access

VOICE OVER:

> *"Parking and access are available on site, making it easy to reach the practice and enter the facility."*

Inside Phoenix

VISUAL DIRECTION:

Follow the journey from the entrance into reception. Show reception, waiting areas and selected internal areas without making the video feel like a full corporate tour.

ON-SCREEN TEXT:

> WELCOME TO PHOENIX

VOICE OVER:

> *"From the moment you arrive, our team is ready to welcome you and assist you with your visit."*

LOCATION 02 — Exterior & Approach

VISUAL DIRECTION:

Repeat the same visual language for the second branch. Show the approach, building, signage and surrounding landmarks.

ON-SCREEN TEXT:

> LOCATION 02
> Branch Name
> Address

VOICE OVER:

> *"Our second location is at [Branch Name], located at [Address]."*

Parking & Access

VISUAL DIRECTION:

Show parking, access points and the route into the building.

ON-SCREEN TEXT:

> PARKING & ACCESS

VOICE OVER:

> *"Here's how to access the location and where you can park when you arrive."*

Closing — Booking Information

VISUAL DIRECTION:

Return to strong Phoenix branding. Show reception/team interaction, exterior signage and a final clean shot of the building.

ON-SCREEN TEXT:

> BOOK AN APPOINTMENT
>
> Phone
> WhatsApp
> Website
>
> PHOENIX HEALTH CARE GROUP
> *Your health. Our care.*

VOICE OVER:

> *"Wherever you choose to visit us, Phoenix Health Care Group is here to make accessing quality healthcare simple. Contact us to book your appointment or find out more."*

PART 2

INTERVIEW QUESTIONS

For this video, interviews should be **short and practical**. The purpose is not to repeat the corporate film, but to add a human explanation of the locations and patient experience.

Phoenix Representative / Branch Manager

1. **"For someone visiting Phoenix for the first time, what should they know before arriving at this location?"**
2. **"What makes this location convenient or accessible for patients?"**
3. **"Can you explain the parking and access arrangements for patients?"**
4. **"What can a patient expect when they walk through the doors?"**
5. **"Are there any specific directions, landmarks or access points that you would recommend patients know about?"**
6. **"If someone is unsure which Phoenix location they should visit, how can they get assistance?"**

Closing Question

7. **"What would you say to someone who is looking for a Phoenix location and wants to book an appointment?"**

This keeps the **visual direction practical**, the **voice-over informative**, and the **interview content human**, without turning the location video into another corporate profile.