

NEWBERRY

Studio Brand used video marketing to help position this architecture firm for the future.

GOALS

- Utilize personalized videography to highlight the executive team at Newberry and begin building a lasting relationship with their target audience.

APPROACH

- Create an ultra-personal platform for the executive staff to introduce themselves to the target audience.
- Take advantage of the passion and inter-personal motivations that are present in Newberry staff members.
- Highlight first-hand accounts of each principal's personal attachment to the field of architecture.

RESULTS

- Stronger principal connections to the target market, allowing Newberry a smooth transition of powers.
- Solidified brand voice and position amongst other firms from personalized testimonies.
- Increased credibility in the field of architecture for the Newberry brand.
- 1000+, views across multiple social media platforms such as YouTube, Facebook, and Instagram.

THE CURRENT SITUATION

Newberry is an established and trusted name in the architecture and design industry, with Founding Principal Ken Newberry being the recognizable figurehead for the company. Ken is heavily relied upon both internally and externally with clients. He is considered the go-to closer while his principals are often seen as his trusted collaborators. Ken is looking to retire from the company within a 5-10 year timeline and, ideally, transition the company over to three principals (with the option to add principals as the opportunity arises). Because clients are looking to hire a "lead" as opposed to a team, the rebranding efforts are meant to position the three principals: Clint Johnson -Principal Designer, Gina Brown -Principal Designer, Jorge Carranza -Principal Project Manager, as the faces of Newberry.

THE SOLUTION:

Studio Brand planned and produced a series of featured videos that introduces the principal executive team for Newberry Architecture. These videos are an excellent chance for the senior level employees create a fun and in-

INDUSTRY: PROFESSIONAL SERVICE

YEAR: 2018

SERVICE SCOPE: VIDEO MARKETING

PROJECT TEAM:

BRAND DEVELOPMENT · CONTENT MARKETING · SOCIAL MEDIA MARKETING · WEB DEVELOPMENT · INTERACTIVE MARKETING

viting tool to interact with the target audience. By introducing the principal team members and revealing their passion for architecture, Newberry is able to create a lasting impression on prospective clients wishing to build the home of their dreams.

PROJECT GOALS AND OBJECTIVES

The goal for the Newberry video marketing series was to enhance the target market's perception of the firm and establish a relationship with the principal team that will eventually take over in order to provide a smooth transition upon the founder's departure. The objective was quite simple; introduce each individual principal in a way that encompasses the personal and passionate culture that exemplifies Newberry Architecture. In addition, it was critical that these videos appear professionally produced and feature all of the various entities expected of a high-level firm. As a result, Studio Brand is able to develop a connection with the audience that builds credibility while entertaining the target audience.

MEASURE OF SUCCESS

Studio Brand was able to track the success of our video marketing tactics through the monitoring of various platforms in which they were posted (i.e., Facebook, YouTube, etc.). Studio Brand was also able to track and reply to any comments and sharing that took place to ensure our goals for introducing the principal team to the target audience are met.

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The video marketing of Newberry principal team was a gratifying experience and reinvigorated their staff as to why they love architecture in the first place!

—Elizabeth Tenorio, Associate Director of Design at Studio Brand

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